

**Minutes of the Board of Commissioners
Multnomah Building, Board Room 100
501 SE Hawthorne Blvd., Portland, Oregon
Tuesday, December 8, 2015**

BOARD BRIEFINGS

Chair Deborah Kafoury called the meeting to order at 10:09 a.m. with Vice-Chair Jules Bailey and Commissioners Loretta Smith, Judy Shiprack and Diane McKeel present.

Also attending were Jacqueline Weber, Deputy County Attorney, and Shirley Luo, Board Clerk Intern.

B.1 Briefing on FAC-1 Project Plan for the Multnomah County Central Courthouse (MCCCH) Project. Presenters: Mark Campbell, Chief Financial Officer; Mike Day, DAY CPM; JD Deschamps Facilities & Property Management; and, Henry Alaman, Facilities & Property Management.

Chair Kafoury: GOOD MORNING, THE FIRST ITEM ON OUR BOARD BRIEFING THIS MORNING IS THE CENTRAL COURTHOUSE FAC-1 PROJECT PLAN.

Mr. Deschamps: MY NAME IS J.D. DESCHAMPS, I'M FROM MULTNOMAH FACILITIES MANAGEMENT. I'M THE PROJECT MANAGER FOR THE MULTNOMAH COUNTY CENTRAL COURTHOUSE. WE'RE EXCITED TO BE HERE TODAY TO GIVE YOU AN UPDATE OF WHAT WE'VE BEEN DOING FOR THE LAST YEAR AND SHOW YOU THE CONTINUED MOMENTUM THAT THE PROJECT TEAM HAS BEEN DOING. I HAVE WITH ME MIKE DAY, OUR OWNER'S REP FROM DAY CPM AND MARK CAMPBELL, OUR CFO. I ALSO BROUGHT WITH ME A LITTLE CONTINGENT FROM OUR ARCHITECT TEAM OF SRG, RICHARD GREEN, AND HOFFMAN CONSTRUCTION, AND A FEW OTHER INTERESTED PARTIES.

SO WE'RE GOING TO BE GOING OVER A FEW OF THE TOPICS TODAY TO RESPOND TO REQUESTS FROM THE BOARD OVER THE PAST YEAR. WE WILL GO OVER THE CONTEXT OF WHAT THE TEAM HAS BEEN WORKING ON FOR THE PAST FEW MONTHS AND PROVIDE YOU WITH INFORMATION ON THE NEXT STEPS THAT WE WILL BE DOING. THE FAC-1 THAT WE ARE PROPOSING TODAY FOR THE PROJECT PLAN IS THE SECOND OF FOUR OF THE ADMINISTRATIVE PROCEDURE FOR FACILITIES. LAST YEAR WE PROVIDED THE PHASE 1, PRELIMINARY PLANNING PROPOSAL, AND THAT WAS APPROVED BY THE BOARD. THAT ALLOWED US TO GO INTO FINALIZING SITE SELECTION, AND ALSO INTO SELECTING THE ARCHITECT AND CONTRACTOR. WE WILL RETURN TO THE BOARD IN JULY TO ASK FOR APPROVAL TO START FINAL DESIGN. THEN WE WILL BE BACK IN A YEAR'S TIME TO ASK FOR PERMISSION TO START CONSTRUCTION AND PROVIDE THE BOARD WITH THE GNP.

Mr. Deschamps: SOME OF THE RECENT THINGS WE'VE BEEN DOING, WE RECEIVED EIGHT PROPOSALS FOR THE ARCHITECTS AND FIVE FOR THE

CONTRACTOR. AFTER REVIEWING THE PROPOSALS AND THE DETAILED INTERVIEW PROCESS, WE SELECT SRG PARTNERSHIPS AS OUR ARCHITECT AND HOFFMAN AS OUR CONTRACTOR. ONE OF THE KEY DECIDING FACTORS IN BOTH OF THOSE WAS THEIR ABILITY TO DEMONSTRATE AN UNDERSTANDING OF THE COUNTY'S GOALS AND VALUES. THIS INCLUDES MWS PARTICIPATION, STRATEGY AROUND THAT, THEIR SUSTAINABILITY, UNDERSTANDING OF HOW THE COUNTY WILL BE ADDRESSING SUSTAINABILITY ISSUES. AND MOST IMPORTANTLY, MANAGING THE SCHEDULE AND THE BUDGET. I'VE REPEATED ALL THE TIME, SCHEDULE AND BUDGET, BUDGET AND BUDGET. THEY REPEAT IT BACK TO ME, WHICH IS GOOD, IT MEANS THEY ARE LISTENING.

ON A LARGE CONSTRUCTION PROJECT LIKE THIS, ONE OF THE MOST IMPORTANT THINGS TO DO IS TO DEVELOP A RISK REGISTER, TO UNDERSTAND WHAT THE RISKS ARE TO THE PROJECT. OF THE TOP THREE RISKS THAT WE'VE IDENTIFIED ON THIS PROJECT IS THE CITY'S PERMITTING PROCESS. TO ADDRESS THAT RISK IT HAS BECOME A PROJECT IN THE MAJOR PROJECT'S GROUP. THAT HAS GIVEN US ACCESS TO DEDICATED PEOPLE FROM THE CITY WHO WILL BE OUR REPRESENTATIVES WORKING WITH OUR ELECTRICAL MECHANICAL STRUCTURAL TEAMS ALL THE WAY THROUGH. SO IT'S A BIG ADVANTAGE. OUR SECOND RISK IS THE AVAILABILITY OF SUB CONTRACTORS AND SUB CONSULTANTS. HOFFMAN HAS A VERY STRONG RELATIONSHIP IN THE CITY. THEY KNOW ALMOST ALL OF THE MAJOR AND MINOR PLAYERS, SO THEY KNOW HOW TO BRING A TEAM TOGETHER TO MAKE SURE THAT WE HAVE A GOOD TEAM AND WE CAN GET THIS PROJECT BUILT.

THE THIRD RISK IS STATE FUNDING. THE STATE IS AT 50 PARTNER WITH THE COUNTY ON THE PROJECT AND WE HAVE OUR GOVERNMENT RELATIONS PEOPLE CONSTANTLY INTERACTING WITH THEM. I WAS TALKING TO JUDGE WALLER A LITTLE WHILE AGO AND SHE WAS TALKING TO SENATOR DEVLIN YESTERDAY. FROM A FUNDING POINT OF VIEW, WE HAVE BEEN IN CONTINUOUS COMMUNICATION WITH THEM. OVER THE PAST THREE MONTHS THE CONTRACTOR WITH THE ARCHITECT HAVE BEEN DOING A PROGRAM VALIDATION, VERIFYING THAT EVERYTHING THAT NEEDS TO GO INTO THE COURTHOUSE WILL GO INTO THE COURTHOUSE FOR THE BUDGET, FOCUSING ON WHAT GOES IN AND THE BUDGET. AND MOST IMPORTANTLY, THE BUDGET. THE OTHER PART TO THAT IS FOR THE PAST THREE MONTHS MYSELF, THE ARCHITECT, THE CONTRACTOR, AND SUB CONSULTANTS, WE HAVE BEEN CO-LOCATED IN SRG'S OFFICES SO THAT WE GET THE OPPORTUNITY TO ON THE FLY MEET, DISCUSS ISSUES AND RESOLVE THINGS AS THEY GO ALONG. IN MARCH WE WILL BE CO-LOCATING TO JEFFERSON STATION TO THE SECOND FLOOR, SO THAT WILL PUT THE SAME TEAM ALL IN JEFFERSON STATION. WE WILL BE USING JEFFERSON STATION AS SOON AS WE GET POSSESSION AND DO A LITTLE BIT OF REWORK ON THE SPACE. THAT'S A COST SAVINGS ON THE PROJECT AND A WAY TO PROVIDE VALUE TO THE COUNTY.

Mr. Deschamps: OUR MINORITY WOMEN AND EMERGING SMALL BUSINESS OUTREACH EVENTS, WE HELD THREE OF THEM. THE FIRST ONE WE HELD WAS ACTUALLY HERE. WE FILLED THE ROOM. WE HAD MORE THAN 100 PEOPLE COME AND ATTEND TO MEET WITH THE PROJECT TEAM. WE WERE NOT JUST FOCUSED ON OPPORTUNITIES ON THIS PROJECT BUT BUILDING RELATIONSHIPS AMONGST THE PEOPLE THAT WERE INTERESTED IN WORKING WITH SRG OR HOFFMAN. ONE OF THE MOST INTERESTING STORIES, AS PEOPLE WERE IN LINE TO MEET WITH SRG, THERE WERE TWO ELECTRICAL FIRMS, LIGHTING FIRMS THAT TURNED AND STARTED TALKING TO EACH OTHER. WE'D LIKE TO PROPOSE THAT WE TEAM TOGETHER FOR THIS PROJECT. AFTER A LITTLE BIT OF DISCUSSION AMONGST THEMSELVES AND THE PROJECT TEAM, THEY WERE SELECTED TO BE ON THE TEAM. SO JUST GETTING EVERYBODY FORGET, GETTING THEM IN A ROOM PROVIDES OPPORTUNITIES TO TEAM YOU UP AND TO DO GREAT WORK. I'LL NOW TURN IT OVER TO MIKE DAY.

Mr. Day: GOOD MORNING. IT'S GOOD TO BE HERE THIS MORNING. A LITTLE SOGGY OUT THERE, EVERYONE MADE IT IN OKAY I HOPE. AS WE TRANSITION FROM THAT PROCUREMENT PHASE IN THE SPRING AND EARLY SUMMER AND SELECTED HOFFMAN AND SRG TEAM, ONE OF THE IMPORTANT THINGS IS YOU MOVE FROM AN RFP AND ENGAGING IN A RELATIONSHIP, IS MAKING SHE THE TEAM IS REALLY GROUNDED WITH THE VALUES AND GOALS OF THE PROJECT. PART OF THAT ON-BOARDING PROCESS WAS A TWO-DAY WORKSHOP THAT WE HAD WITH OUR DESIGN PARTNERS, WITH OUR CONTRACTOR, WITH ALL OF THE MAJOR STAKEHOLDER GROUPS INCLUDING MEMBERS FROM THE CHIEFS OF STAFF FOR THE CHAIR AND COMMISSIONERS. SO THAT ON-BOARDING PROCESS IS VERY IMPORTANT TO KIND OF GET EVERYONE ON THE SAME PAGE SO WE'RE ALL MOVING IN THE SAME DIRECTION. THAT REALLY WAS THE BASIS OF WHAT CAME OUT OF THAT WAS THIS MISSION STATEMENT. WHICH REALLY REFLECTS ON THE GOALS AND VALUES OF THE PROJECT SPECIFICALLY. A COUPLE OF WEEKS AFTER GOING THROUGH THAT PROCESS WITH THAT TWO-DAY WORKSHOP, WE DEVELOPED KIND OF THE DRAFT PROJECT CHARTER. AND HAD ANOTHER WORKSHOP WHICH WAS REALLY ABOUT THE OVERALL VISION OF THE PROJECT AS IT RELATES TO WHAT DEFINES PROJECT SUCCESS FROM A COMMUNITY ENHANCEMENT STANDPOINT, AND WHAT DOES THE COURTHOUSE REPRESENT TO THE COMMUNITY.

SO THESE ARE KIND OF THOSE FOUNDATIONAL PIECES OF ANY PROJECT THAT YOU WANT TO MAKE SURE THAT EVERYONE'S ON THE SAME PAGE. AS J.D. SAID, WHETHER IT'S BUDGET, SCHEDULE, THE PROGRAM, WE ALL WANT TO BE ON THE SAME PAGE. THE CO-LOCATION ASPECT OF THIS PROJECT HAS BEEN FANTASTIC, TOO FROM A COMMUNICATIONS STANDPOINT. AS WE KIND OF REFLECT BACK ON WHERE WE WERE A YEAR AGO, IT WAS I THINK DECEMBER 18TH, A YEAR AGO, THAT WE SAT HERE WITH OUR FIRST FAC-1

PROCESS TO GO THROUGH THE PRELIMINARY APPROVALS OF THE PRELIMINARY DESIGN. WE DIDN'T HAVE A SITE BUT WE HAD A RECOMMENDATION. WE HAD FURTHER DUE DILIGENCE THAT WE WENT THROUGH AND A BUDGET IN THE 250 TO 260 MILLION RANGE. WE HAD FURTHER THINGS WE NEEDED TO STUDY ALSO THAT WERE THE D.A. AND HIGH VOLUME COURTS, TRAFFIC, PARKING, LANDLORD-TENANT AND SMALL CLAIMS THAT WERE NOT CAPTURED IN THE \$250 MILLION BUDGET. AS PART OF OUR PROCESS WITH OUR TEAM WE'RE GOING GET INTO A LITTLE MORE DETAIL HERE WITH SOME OF THE SLIDES THAT GO INTO THE STUDY AND THE ANALYSIS WE WENT THROUGH FOR THAT, AS WELL AS THE FURTHER STUDIES DONE ON THE TUNNEL, AND ALONG WITH SECURED PARKING AND WHETHER THAT WOULD BE IN THE BUILDING OR NOT. SO IF YOU HAVE ANY QUESTIONS OR MAYBE TO PAUSE, PLEASE FEEL FREE TO CHIME IN. I'M HAPPY TO PAUSE AND ANSWER ANY QUESTIONS THAT YOU MIGHT HAVE.

Mr. Day: THIS REALLY KIND OF REPRESENTS THAT WHOLE SITE SELECTION PROCESS, AND OF COURSE THAT SELECTED SITE WHICH WENT THROUGH THE APPROVAL PROCESS LAST SPRING WITH BOARD APPROVAL FOR THE SITE. IN ADDITION, WE HAVE ACQUIRED HE THREE OF THE FIVE OFFICE CONDOMINIUMS IN THE JEFFERSON STATION BUILDING, AND WE HAVE ONE CLOSING TODAY, THREE THAT HAVE CLOSED AND ONE THAT'LL BE CLOSING IN AUGUST OF THIS YEAR. WE HAVE 5 OFFICE CONDOMINIUMS IN THE JEFFERSON STATION BUILDING. THERE ARE OTHER TENANTS IN THIS BUILDING, AS WELL, THAT WE WILL CONTINUE TO HAVE ONGOING DIALOGUE HE AND WORK WITH AS THE PROJECT DEVELOPS. ARCHITECTS AND CONTRACTORS ARE VERY EXCITED ABOUT THIS SITE AS ARE WE, AND THE OPPORTUNITIES IT REALLY BRINGS TO KIND OF ENGAGE THE WATERFRONT TO THE DOWNTOWN CORE, AND WHAT IT REPRESENTS FROM A CIVIC AND COMMUNITY STANDPOINT. WE'RE WORKING VERY CLOSELY WITH THE CITY OF PORTLAND AND THEIR MAJOR PROJECTS GROUPS, AND THE PLANNING AND ENTITLEMENT PROCESS IS AN IMPORTANT PART OF THIS.

AS YOU LOOK AT THE VIEW OF THE SITE, THIS IS A SLIDE WE SHARED WITH YOU LAST SPRING, ONE OF THE THINGS WE REALLY DO STUDY VERY CLOSELY IS HOW DOES THE SITE AND THE COURTHOUSE AFFECT TRAFFIC PATTERNS? WHETHER IT'S PEDESTRIAN, BICYCLE, PUBLIC TRANSIT, HE AND JUST GENERALLY CIRCULATION OF TRAFFIC THROUGH THE DOWNTOWN CORE, OUR TEAM IS WELL AND IS ENGAGED WITH THE BROKER THE PBOT, THE CITY, TRIMET AND OTHER INTERESTED GROUPS AND WILL CONTINUE TO BE ENGAGED WITH THEM AS A PARTNER AS WE DEVELOP THE PROJECT, SO THAT THOSE VERY IMPORTANT ISSUES ARE ADDRESSED FROM A TRAFFIC AND CIRCULATION STANDPOINT. WITH HOFFMAN AS OUR PARTNER ON THIS PROJECT, THE RECENT EXPERIENCE WITH DEVELOPING THE FIRST AND MAIN PROJECT, AND DEALING WITH THE CONSTRAINTS OF A SITE BASICALLY DIAGONAL TO THE NORTHWEST SITE, WE HAVE PARTNERS KNOWING HOW TO

BEST MANAGE A SITE IN THE DOWNTOWN CORE AREA WHERE YOU DON'T HAVE ANY STAGING AND LAY-DOWN.

Mr. Day: THE TRIANGLE LOT TO THE NORTH OF OUR SITE WILL ENHANCE SOME OF THOSE CONSTRAINTS WITH HOW WE BRING MATERIALS INTO THE SITE AND HOW WE DEVELOP THE SITE. HOFFMAN ALSO BUILT, AS YOU KNOW, THE JUSTICE CENTER AND THE FEDERAL COURTHOUSE WERE DEVELOPED AND BUILT BY HOFFMAN, BOTH EN PROXIMITY TO THIS PROJECT. LET'S MOVE ON TO HOW WE'RE MANAGING THE BUDGET. WE'VE EMPHASIZED FROM DAY ONE THE PORTION OF ALIGNING BUDGET WITH PROGRAM THROUGH THIS WHOLE PROCESS. WE USE A TOOL, A TECHNIQUE THAT'S REALLY A BEST PRACTICE CALLED TARGET VALUE DESIGN. IT REALLY FLIPS THINGS UPSIDE DOWN FROM THE ESTIMATING PROCESS. THAT DOTTED LINE IN FRONT OF YOU REALLY IS KIND OF THE TRADITIONAL ESTIMATING PROCESS WHERE YOU DESIGN, PUT IT IN, HE AND THEN HAVE A COST ESTIMATOR AT A CERTAIN POINT IN TIME COME IN. AND THE COST COMES IN OVER BUDGET AND YOU HAVE TO PULL OUT AND VALUE ENGINEER. THE TARGET VALUE DESIGN PROCESS REALLY IS THIS ITERATIVE CONTINUOUS PROCESS A DYNAMIC COST MODELING PROCESS. THE CO-LOCATION WE HAVE WITH OUR SRG TEAM AND WITH HOFFMAN REALLY ALLOW FOR THE ENGAGEMENT.

SO DEVELOPING AND BREAKING DOWN DETAILED ESTIMATE BIAS COMPONENT, EVEN BEFORE STARTING DESIGN, GETS US INTO THAT GREEN SPACE AND THAT SWEET SPOT, SO THAT WE REALLY REMOVE THOSE OBSTACLES WHERE WE HAVE THESE BIG VARIANCES IN THE BUDGET. SO WE ALWAYS WANT TO STAY IN THAT SWEET SPOT. THE OTHER THING I THINK THAT'S IMPORTANT TO POINT OUT, JUST THE REALLY OPTIMIZING VALUE ON THE PROJECT, AND BRINGING THAT BALANCE OF NOT JUST LOOKING AT FIRST COST BUT OPERATIONAL AND LIFE CYCLE COSTS. ENGAGING WITH THE OPERATIONS SIDE OF FACILITIES AS WE LOOK AT THE PROJECT HOLISTICALLY AND LOOK AT IT FROM A LIFE CYCLE COST STANDPOINT, IT'S AN IMPORTANT PART THAT BALANCES IT ALL. HOFFMAN IS OUR CM/GC IS A GREAT ADVOCATE OF THIS, AND ONE OF THE FIRMS IN OUR COMMUNITY REALLY IN THE FOREFRONT OF USING THESE TECHNIQUES AND TOOLS FOR MAKING SURE WE MANAGE COSTS. WE'LL BE BACK TO YOU ON A BIMONTHLY BASIS ENTERING THE NEW YEAR, SO WE'LL HAVE THAT FISCAL TRANSPARENCY SO WE WILL BE REPORTING TO YOU AND UPDATING YOU ON THE BUDGET AS WE MOVE FORWARD.

MOVING NOW TO THE BIG QUESTION OF THE BUILD VERSUS LEASE QUESTION THAT A YEAR AGO, WHEN WE LOOKED AT THE COURTHOUSE AND THE \$250 MILLION BUDGET, AND THEN LAST APRIL AND MAY WHEN YOU TASKED US TO DO FURTHER STUDIES AND DUE DILIGENCE OF ANALYZING AND DETERMINING WHAT IS THE BEST VALUE FOR THE COUNTY, FOR THE D.A. HE AND THE HIGH-VOLUME COURTS. SO WE WENT THROUGH A VERY DETAILED PROCESS OVER A SEVERAL-MONTH PERIOD STUDYING THAT DEBT SERVICE, LEASE COST AT

YOUR SITE LOCATIONS IN PROXIMITY TO THE COURTHOUSE, WHAT DID THAT MEAN FROM AN OPERATIONAL AND SECURITY STANDPOINT. WE LOOKED AT INFLATION RATES, WHAT WERE THE DOWNTOWN RENTAL RATES, WHICH HAVE SUBSTANTIALLY CHANGED IN THE LAST YEAR, AND ACTUALLY VACANCY RATES ARE VERY, VERY LOW IN THE CITY OF PORTLAND RIGHT NOW. ALL OF THOSE BEING SAID AS WE ANALYZED AND BROKE THIS DOWN AND LOOKED AT THIS, WE'VE DONE OUR DUE DILIGENCE AND WE'RE COMING BACK TO YOU TODAY WITH OUR RECOMMENDATIONS.

Mr. Day: WE LOOKED AT THE ANNUAL COSTS COMPARED TO IF WE BUILD IT IN THE COURTHOUSE AND THE ANNUAL SAVINGS BEING APPROXIMATELY TWO TO \$2.3 MILLION. THEN AS YOU LOOK AT THE OVERALL 30-YEAR LIFE OF THE BUILDING HE AND THE COST OF THE D.A. HE AND THE FOUR COURTS, IT'S APPROXIMATELY A \$100 MILLION TO \$200 MILLION PREMIUM. THIS IS CERTAINLY VERY COMPELLING IN TERMS OF GOOD FISCAL MANAGEMENT AND GOOD FISCAL STEWARDSHIP AND MAKING SURE WE'RE DOING THE RIGHT THING FOR THE CITIZENS OF OUR COUNTY AND OUR COMMUNITY, AND OUR STATE PARTNER, AS WELL.

Mr. Campbell: IF I CAN MAKE A COUPLE OF COMMENTS GENERALLY ABOUT THIS, I WAS SURPRISED THE COST DIFFERENCE WAS AS MUCH AS IT IS TO LEASE THE SPACE. BUT WHEN I STEPPED BACK AND THOUGHT ABOUT SOME OF THE FACTORS INVOLVED I THINK ONE OF THE BIGGEST IS THAT THE COUNTY HAS VERY LOW COST OF CAPITAL BECAUSE WE ENJOY A VERY FAVORABLE BOND RATING. MIKE ALLUDED TO THE VACANCIES IN THE DOWNTOWN AREA. LEASE RATES HAVE SHOT UP QUITE SIGNIFICANTLY OVER THE PAST FEW YEARS. AND TO THE POINT ABOUT THE VACANCIES, IT'S UNLIKELY WE'D BE ABLE TO FIND SUFFICIENT SPACE IN ONE LOCATION. SO THE OTHER THING DOESN'T REALLY CAPTURE SORT OF THE OPERATIONAL INEFFICIENCIES THAT WOULD COME FROM HAVING SOME OF THESE FUNCTIONS SPREAD OUT ACROSS MULTIPLE LOCATIONS. IN THE FINAL ANALYSIS, IT MAKES OUR OVERALL COSTS MORE PREDICTABLE.

Mr. Day: RIGHT. THANKS, MARK. SO THAT KIND OF BRINGS US TO THE RECOMMENDATIONS TO INCLUDE THE D.A. AND THE HIGH-VOLUME COURTS IN THE COURTHOUSE BASED ON OUR FINDINGS AND WHAT WE'VE SHARED WITH YOU TODAY. WE'RE NOT RECOMMENDING THE INTEGRATION OF A TUNNEL CONNECTION FROM THE JUSTICE CENTER TO THE COURTHOUSE. WE DID STUDY THAT, THE COSTS WERE VERY HIGH WITH HIGH RISKS, AS WELL, CROSSING TWO STREETS AND MAJOR LOGISTIC ISSUES OF MAKING THAT TUNNEL CONNECTION. WE ALSO HAD DISCUSSIONS WITH THE SHERIFF'S OFFICE AND LOOKED AT FROM AN OPERATIONAL PERSPECTIVE, WHAT IS THE OPERATIONAL BENEFIT. WE DID A COST BENEFIT ANALYSIS, IF WE MAKE THAT INVESTMENT OF EIGHT TO \$10 MILLION IN A TUNNEL THAT COULD HAVE POTENTIAL UPSIDE RISKS FROM A CONSTRUCTION/DEVELOPMENT STANDPOINT, WHAT IS THE BENEFIT IN TERMS OF OPERATIONAL PAY BACK.

SO THOSE COSTS REALLY WEREN'T WARRANTED AND THE SHERIFF'S OFFICE AGREED WITH THAT. WITH THE NEW COURTHOUSE WE HAVE THE BENEFIT OF THE IN-CUSTODY SALLY PORT ENTRANCE. USING THE 21ST CENTURY BEST PRACTICES IN DESIGNING OF COURTHOUSES, THAT SALLY PORT AND TRANSFER OF CUSTODY INMATES FROM WHATEVER LOCATION REALLY DOES PROVIDE FOR THAT SECURE TRANSFER OF THE INMATES TO THE FACILITIES.

Mr. Day: SECONDLY, WITH THE BELOW-GRADE PARKING. ADDING UNDERGROUND PARKING TO THE BUILDING WOULD REQUIRE DEEP FOUNDATIONS. IT WOULD BE APPROXIMATELY A \$10 MILLION PRICE TAG TO ADD AN ADDITIONAL SUB STRUCTURE THAT WOULD GO AN ADDITIONAL FLUE BELOW THE CURRENT PROGRAM. SECURED PARKING IN COURTHOUSES FOR THE JUDGES ALSO, WE STUDIED THAT, WE WANT TO MAKE SURE THAT WE'RE BEING SENSE TOUGH TO SECURITY ISSUES AND MINDFUL OF THAT. WE DO HAVE ACROSS THE STREET SECURED PARKING, AND HAVE BEGUN TO INITIATE DISCUSSIONS WITH THE CITY REGARDING ACCESS AND AVAILABILITY OF SECURED PARKING IN THE ADJACENT PARKING GARAGE. SO THAT'S OUR RECOMMENDATIONS FOR THE D.A. AND THE FOUR COURTS. AND ALSO OUR NOT RECOMMENDING THE OTHER TWO ITEMS.

Chair Kafoury: ANY QUESTIONS? COMMISSIONER MCKEEL.

Commissioner McKeel: I DON'T HAVE A QUESTION BUT I WANT TO SAY I REALLY APPRECIATE YOU DOING THE DUE DILIGENCE INCLUDING THE DISTRICT ATTORNEY'S OFFICES HE AND THE COURTS IN THE BUILDING. I HAVE ALWAYS FELT IT'S VERY IMPORTANT THAT WHEN WE BUILD A NEW BUILDING WE ARE ABLE TO HOUSE WHAT'S IN OUR CURRENT FACILITY. SO I APPRECIATE YOU TAKING A LOOK. I'VE ALWAYS FELT IT WAS IMPORTANT THAT THOSE ARE HOUSED IN THE NEW COURTHOUSE. SO THANK YOU VERY MUCH.

Vice-Chair Bailey: I APPRECIATE THE ANALYSIS YOU'VE DONE HERE AND THE RECOMMENDATION THAT YOU'RE MAKING. I UNDERSTAND THAT THE CONSIDERATIONS THAT WENT INTO CHOOSING TO NOT RECOMMEND AN UNDERGROUND TUNNEL TO CONNECT THE TWO, IT SEEMS IN THE ABSTRACT A LITTLE UNFORTUNATE THAT WE'RE UNABLE TO ADDRESS THAT TRANSPORTATION ISSUE DIRECTLY THAT WAY WITH THIS OPPORTUNITY, BUT I UNDERSTAND THE CONSTRAINTS. I THINK THOUGH, IT PUTS IN THE FACT THAT IT'S INCUMBENT UPON DESIGN OF THE FACILITY TO MAKE SURE WE HAVE AN EFFICIENT AND EASY WAY TO MAKE SURE THAT TRANSPORT HAPPENS BACK AND FORTH TO SOLVE ONE OF THE CHALLENGES THAT EXISTS AT THE CURRENT COURTHOUSE. THERE'S THAT EXTRA NEED GOING THROUGH THE DESIGN AND OTHER WORK TO MAKE SURE THAT HAPPENS. I WANT TO MAKE SURE THAT'S ON THE TABLE. I WANT TO ALSO ECHO COMMISSIONER MCKEEL. I THINK IT'LL MAKE FOR VERY MUCH MORE EFFICIENT OPERATION AND IT'S A GOOD ANALYSIS.

Commissioner Smith: I WANT TO ALSO THANK YOU AND SAY DITTO, DITTO, DITTO, TO COMMISSIONER MCKEEL AND COMMISSIONER BAILEY IN REGARDS TO PUTTING THE D.A.'S OFFICE AND THE COURTS. I'M LOOKING AT YOU, J.D., YOU HAVE A GREAT SMILE ON YOUR FACE. THIS MAKES ME VERY, VERY HAPPY. I APPRECIATE ALL THE WORK YOU DID AND YOU TOO, MARK, IN TERMS OF FLESHING OUT THE NUMBERS AND MAKING SURE IT EQUALS OUT. I THINK THIS IS A BETTER INVESTMENT FOR US AND I THINK IT'S GOING TO KEEP THE PEDESTRIAN SAFETY ISSUES THAT WE WERE CONCERNED ABOUT. KEEP THAT DOWN TO A MINIMUM. THIS IS A GREAT OPPORTUNITY FOR US TO HAVE A COURTHOUSE THAT WE CAN SHOWCASE FOR THE PACIFIC NORTHWEST AND THE REST OF THE UNITED STATES. SO THANK YOU SO MUCH FOR ALL YOUR DUE DILIGENCE.

Mr. Day: THANK YOU. WE REALLY APPRECIATE THAT. THIS TEAM HAS WORKED TIRELESSLY TO MAKE SURE THAT WE LEAVE NO ROCK UNTURNED AND WE WILL CONTINUE. JUST KIND OF TO MOVE ON A LITTLE BIT AND SHARE SOME CONTEXT OF THE PROGRAM VALIDATION WORK DONE OVER THE LAST THREE MONTHS, SINCE WE BROUGHT OUR TEAM ON BOARD IN EARLY AUGUST, REALLY THE FIRST STEP, PRIOR TO MOVING INTO THE DETAILED DESIGN PHASE WAS TO REENGAGE WITH THE USER GROUPS, AND TO VALIDATE AND CONFIRM THE PREVIOUS PROGRAMMING WORK THAT HAD BEEN DONE BY OUR TEAM IN THE PRE DESIGN PHASE. THIS STACKING DIAGRAM, I THINK OF IT AS A CROSS-SECTIONAL CUT OR A SLICE THROUGH THE BUILDING. I APOLOGIZE FOR THE DIFFICULTY OF READING ALL THE DETAIL AS FAR AS THE SCRIPT ON THE SIDE WITH ALL THE COLOR CODING. BUT TO QUICKLY GIVE YOU THE HIGH POINTS HERE, WE HAVE A ROUGH 18-STORY BUILDING ROUGHLY 300 FEET IN HEIGHT. THE COURTROOM FLOORS REALLY ARE THE FLOORS THAT START WITH THE BLUE AND GO UP FROM EIGHT TO 18. AND THAT DOES INCLUDE ON THE EIGHTH FLOOR THE HIGH-VOLUME COURTS. ON THE SIXTH AND SEVENTH FLOORS BELOW, WHERE THE STACKING STARTS TO GO TO THE COURT FLOORS AT THAT MID LEVEL IS WHERE OUR D.A. FUNCTION IS. SO THAT'S KIND OF AT THAT MIDPOINT IN THE BUILDING.

FROM A CIRCULATION STANDPOINT THAT REALLY MAKES SENSE FROM A PUBLIC ACCESS BUT ALSO FROM AN ACCESS TO THE COURT FUNCTION, AS WELL. BELOW THAT WE HAVE ALL OF THE OTHER SUPPORT SERVICES AND ANCILLARY SERVICES THAT REALLY SUPPORT THE COURT PROGRAM, ALONG WITH SECURED CIRCULATION. UNDERSTAND ALSO THAT THIS IS STILL IN THAT KIND OF BLOCKING AND STACKING PHASE. THE PROGRAMMING FOLKS, THE DESIGN FOLKS WITH SRG AND GREEN AND OUR USER GROUPS ARE STILL FINALIZING AND FINE-TUNING THE HIGHEST AND BEST USE OF THE ADJACENCIES OF WHERE OUR DEPARTMENTS GO AND WHERE THEY ARE LOCATED. ANY QUESTIONS AT THIS POINT? WE COULD SPEND A LOT OF TIME ON THIS. WE WILL COME BACK WITH MUCH MORE INFORMATION IN OUR

BIMONTHLY MEETINGS WITH MUCH MORE INFORMATION TO SHARE WITH YOU AT A FUTURE DATE.

Mr. Day: MOVING ON TO THE BIG QUESTION OF, SO WHAT'S THE BIG PICTURE OF WHERE WE'RE AT TODAY WITH THE ADDING OF THE D.A. AND THE FOUR COURTS. SO WE'RE IN THE \$290 TO \$300 MILLION RANGE, ALL COSTS IN, INCLUDING SOFT COSTS, CONTINGENCY, ESCALATION, LAND ACQUISITION. THIS IS THE TURNKEY, SOUP TO NUTS COST WITH THE CONSTRUCTION DOLLARS OBVIOUSLY BEING THE LARGEST COMPONENT OF \$170 TO \$177 MILLION OF DIRECT CONSTRUCTION. ANY QUESTIONS ON THAT PIECE? OKAY.

Mr. Campbell: THANK YOU, MIKE. THE NEXT SLIDE IS A SUMMARY OF HOW WE INTEND TO PAY FOR THIS PROJECT. ON THE LEFT SIDE WHAT I'VE DONE HERE IS SIMILAR TO THE HEALTH DEPARTMENT HEADQUARTERS PROJECT, WHICH YOU HEARD ABOUT LAST MONTH. I PICKED A NUMBER THAT WAS SORT OF IN THE MIDDLE OF THE RANGE. SO ON THE LEFT SIDE THERE IS WHAT WE ARE PLANNING FOR, THE CAPITAL STACK. I'LL WALK THROUGH THAT BRIEFLY. WE HAVE CONTRADICTED ALREADY ABOUT \$31 MILLION TO THIS PROJECT IN THE FISCAL YEAR 16 BUDGET AND PREVIOUS BUDGETS. THE STATE CONTRIBUTION AS WE HAVE DISCUSSED IS \$125 MILLION. THERE IS MONEY FROM THE SALE OF THE MORRISON BRIDGEHEAD PROPERTY WHICH CLOSES IN A COUPLE WEEKS I BELIEVE, THAT'S DEDICATED BY RESOLUTION TO THIS PROJECT. AND THEN THE MAJORITY OF THE BALANCE WILL COME FROM COUNTY BOND PROCEEDS. SO YOU CAN SEE THERE WE'RE ESTIMATING WE BORROW ABOUT \$128 MILLION AND PROJECT COSTS.

A COUPLE OF KEY POINTS ABOUT THIS I WANT TO NOTE: THE PROJECT CASH FLOW WILL DICTATE WHEN WE ACTUALLY GO OUT INTO THE MARKET TO BORROW. RIGHT NOW I'M ASSUMING THAT WE WOULD DO A BOND ISSUANCE IN EARLY 2018, AND WE WOULD STRUCTURE THIS IN A WAY THAT OUR FIRST PAYMENT WOULD BE REQUIRED IN FISCAL YEAR 2019. AS I MENTIONED BEFORE, THE COUNTY HAS A VERY FAVORABLE CREDIT RATING. MY ASSUMPTION WITH THIS PROJECT THAT IS WE WILL DO THIS AS A FULL FAITH AND CREDIT ISSUE. IT'LL RECEIVE AN AA-1 RATING FROM MOODY'S, THE SECOND HIGHEST RATING ON THEIR SCALE. FOR THIS PROJECT, I ASSUME THAT WE WOULD BORROW OVER 30 YEARS AND I'VE ADDED A LITTLE BIT OF INTEREST RISK, IF YOU WILL, BECAUSE WE'RE A LITTLE FURTHER OUT. TODAY THAT NUMBER WOULD BE CLOSER TO 3.5% IF WE WERE TO BORROW TODAY. IF WE'RE BORROWING IN 2018, I'M ASSUME BEING 4%. THE COUNTY HAS SUFFICIENT CAPACITY BASED ON OUR FINANCIAL AND BUDGET POLICIES. AS YOU KNOW, WE HAVE A POLICY THAT SAYS THAT WE CAN HAVE DEBT SERVICE THAT EQUALS UP TO 5% OF OUR GENERAL FUND REVENUES. THE NEXT SLIDE WILL HIGHLIGHT THAT.

AND THEN THE OTHER POINT I WANTED TO MAKE ABOUT THIS IS THAT BECAUSE WE'VE GOT A COUPLE YEARS BEFORE WE DO HAVE TO ISSUE DEBT,

ANY ADDITIONAL ONE-TIME-ONLY MONEY THAT GETS PUT TOWARDS THIS PROJECT WILL REDUCE THAT AMOUNT OF BORROWING. JUST AS A RULE OF THUMB, AN ADDITIONAL \$10 MILLION WILL REDUCE THE COST BY ABOUT \$78,000 OVER THAT 30-YEAR PERIOD. THE NEXT SLIDE SHOWS WHAT I WAS TALKING ABOUT WITH THE CAPACITY. THE ORANGE OR RED BARS IS WHAT OUR CURRENT DEBT LOAD IS. AS YOU CAN SEE, THAT IT'S A LITTLE LESS THAN \$2 MILLION ANNUALLY BEGINNING IN 2021. I HAVE OVERLAID THE COURTS AND COURTHOUSE DEBT ON THIS HE AND THE BLUE LINE IS ITS CAPACITY. TODAY THE CURRENT AMOUNT OF DEBT SERVICE THAT WE COULD HAVE WOULD BE ABOUT \$22 MILLION BASED ON THAT 5% POLICY. OVER 15 YEARS THAT GROWS TO ABOUT 33 OR \$34 MILLION. SO THE DEBT SERVICE FOR THESE TWO PROJECTS IS WELL WITHIN THAT TARGET VALUE.

Commissioner Smith: SO THE DEBT SERVICE IN TERMS OF THE WAY YOU HAD IT, ON TWO SLIDES BEFORE, HOW MUCH WOULD THAT BE ON A MONTHLY BASIS WITH THE BOND?

Mr. Campbell: FOR THIS PROJECT, IT'S APPROXIMATELY \$7.4 MILLION PER YEAR.

Commissioner Shiprack: JUST A FOLLOW-UP TO THAT. DOES THIS BOND ISSUE RESULT IN ANY ADDITIONAL TAX BURDEN ON THE TAXPAYER?

Mr. Campbell: NO. WE'RE ASSUMING THIS IS A GENERAL FUND OBLIGATION.

Mr. Day: THIS IS KIND OF A GENERAL ROADMAP OF THE OVERALL PROJECT MILESTONES WITH THE FAC-1 AND THE BOARD DECISION POINT HERE IN DECEMBER, AND MOVING INTO THE NEXT PHASE OF THE PROJECT WITH SCHEMATIC AND DESIGN DEVELOPMENT. WE WILL BE COMING BACK TO YOU SOMETIME IN EARLY JULY WITH UPDATES FROM A DESIGN STANDPOINT. AS WE MOVE THROUGH AND USE TARGET VALUE DESIGN TECHNIQUES WE EXPECT TO BE TRACKING AND STAYING WITH THAT TARGET BUDGET AND REPORTING TO YOU BIMONTHLY, AS WE MOVE INTO DESIGN. SOME OTHER HIGHLIGHTS HERE WOULD BE A DECISION POINT AND A GMP IN THE LATE FALL OF 2016. AND BEGINNING CONSTRUCTION SITE DEVELOPMENT, SOME OF THE EARLY DEMOLITION WORK IN LATE FALL AND EARLY WINTER OF 2016, AND INTO 2017. WE'RE VERY EXCITED. THE PROJECT IS TRACKING, AND WE'RE ON TRACK WITH THE EARLY ROADMAP WE ESTABLISHED BACK IN 2014. WE ARE ON TRACK TO THE DAY WITH THAT. AND WE'VE GOT GREAT PARTNERS THAT ARE INVESTED WITH THE COUNTY TO MAKE SURE THAT THAT HAPPENS WITH HOFFMAN AND SRG. WE'RE LOOKING FORWARD TO THE NEXT SIX MONTHS TO HAVING MORE ENGAGEMENT AND COMMUNICATIONS WITH YOU AS WE GO THROUGH THE DETAILED DESIGN PHASE.

Mr. Deschamps: SO THE NEXT STEP IS I'LL BE RETURNING WITH KEN ELLIOTT NEXT THURSDAY, DECEMBER 17, WITH A RESOLUTION TO APPROVE \$9.4

MILLION. THAT MONEY WILL BE USE FOR THE ARCHITECT TO DO THEIR SCHEMATIC DESIGN AND DESIGN DEVELOPMENT. IT'LL INCLUDE SOME MONEY FOR THE CONTRACTOR TO BE CONTINUOUSLY ENGAGED IN DOING THE SERGEANT VALUE DESIGN. WE WILL BE IN FRONT OF THE BOARD EVERY TWO MONTHS. WE WILL ALWAYS BE FOCUSED ON HOW WE CAN GO FASTER, REDUCE COSTS, REDUCE RISK. THAT'S ONE OF THE REASONS WE PRODUCED A RISK DOCUMENT. SO THAT COMMISSIONERS ARE WELL AWARE OF WHERE WE ARE AND WHAT WE'RE DOING. WE WILL BE IN FRONT OF THE BOARD IN JULY. ARE THERE ANY OTHER QUESTIONS?

Chair Kafoury: QUESTIONS OR COMMENTS?

Commissioner Shiprack: SO AS PART OF THIS TEAM PROCESS BEING ENGAGED BETWEEN NOW AND A YEAR FROM NOW WHEN YOU'RE PREPARED TO COME BACK WITH A GMP, A GUARANTEED MAXIMUM PRICE?

Mr. Day: CORRECT.

Commissioner Shiprack: JUST WANT TO MAKE SURE THAT WE'RE UNPACKING OUR ACRONYMS.

Mr. Day: THANK YOU.

Commissioner Shiprack: THAT'S THAT YOU WILL ALSO BE CONSULTING THEN WITH THE MAJOR SYSTEM DESIGN SUBCONTRACTORS, THIS SORT OF REFERS BACK TO YOUR OPERATIONAL LIFE CYCLE COSTS, AS WELL AS DESIGN AND GUARANTEED MAXIMUM PRICE CONSTITUENTS, THAT YOU WILL BE ENGAGING THE HVAC, ELECTRICAL, PLUMBING, EXPERTISE IN THE COMMUNITY, TO MAKE SURE THAT THE BUILDING DESIGN TAKES THOSE INTO ACCOUNT AT THE PRINTED, NO SURPRISES?

Mr. Day: ABSOLUTELY. THAT IS PART OF THE GAME PLAN. I CAN ELABORATE ON THAT OR JUST LEAVE IT AT THAT FOR TODAY.

Mr. Deschamps: WE'VE BEEN MEETING WITH THE FACILITIES AND PROPERTY MANAGEMENT, THOSE INDIVIDUAL GROUPS TO MAKE THE TEAM AND WE HAVE A EVERY-WEDNESDAY MEETING SCHEDULED WITH THAT GROUP INTERNAL TO THE COUNTY ON ALL THOSE DIFFERENT DISCIPLINES TO MAKE SURE BEST PRACTICES, COUNTY PRACTICES, INDUSTRY PRACTICES, THAT WE'RE FOCUSED ON THAT.

Commissioner Smith: YOU TALKED ABOUT THREE EVENTS YOU HAD WITH THE MWSB FOLKS. CAN YOU TELL ME ABOUT THE OUTCOME OF THAT? THAT WAS A LOT OF WORK YOU DID, AND HOW WE'RE GOING TO BENEFIT FROM THAT.

Mr. Deschamps: ONE OF THE EVENTS WE HELD WAS WE WENT TO THE

BUSINESS DIVERSITY INSTITUTE MED WEEK. WE DID A PRESENTATION AT THAT GROUP WHERE IT WAS MYSELF, A REPRESENTATIVE FROM HOFFMAN AND THE PROJECT MANAGER FROM SRG. WHAT THAT MEETING WAS ABOUT WAS AN ARCHITECT, AN ENGINEER, AND A CONTRACTOR ALL MET WITH THE TEAM. IT WAS HOW TO DO BUSINESS DEVELOPMENT WITH AN OWNER. SO THEY HAD FIVE MINUTES WITH US AND THEN THERE WAS A BROAD GROUP OF PEOPLE. AT THE END OF THAT MEETING THEY GOT FEEDBACK OF HOW DO THEY TRACK WORK WITH THE COUNTY, A FEW TIPS AND TRICKS ON IS IT BETTER TO COME IN WITH A BIG PRESENTATION OR ASK A LOT OF QUESTIONS. WE GOT A LOT OF GREAT FEEDBACK AND I REALLY APPRECIATE SRG. THE PRINCIPAL FROM SRG SITS ON A CITY PANEL FOR SELECTION FOR LANDSCAPE ARCHITECTURE, CIVIL ENGINEERING. WHEN HE RECEIVED AN RFP, NOTHING RELATED TO THIS PROJECT, HE HAD A LIST OF NEW FIRMS. HE SENT IT OUT TO ALL OF THEM AND SAID YOU MIGHT BE INTERESTED IN THIS OPPORTUNITY. HERE'S SOMETHING THAT YOU MIGHT NOT BE TRACKING AND WE'RE CONTINUALLY TRYING TO BUILD NEW RELATIONSHIPS. HOFFMAN HAS A LOT OF EXPERIENCE WITH THAT. WE WILL BE DOING MULTIPLE OF THOSE MWSB OUTREACH MEETINGS OVER THE NEXT YEAR WITH HOFFMAN. AND SRG WILL BE THERE, NEW PROJECTS.

Commissioner Smith: YOUR SENSE IS THAT WE WILL HAVE A GOOD SELECTION OF MWSBS BECAUSE WE'RE DOING OUTREACH TO THE COMMUNITIES TO TELL FOLKS ABOUT THE OPPORTUNITIES THAT ARE GOING TO BE COMING UP WITH THIS PROJECT, WHICH I THINK IS REALLY GOOD. AND THE SECOND PIECE, SO I HAVE THIS CORRECT, WE TALKED ABOUT COST OVERRUNS. IS THERE LIKE A DASHBOARD WE CAN LOOK AT THIS YOU WILL HAVE, TO SHOW IF THERE ARE COST OVERRUNS OR WHERE WE ARE WITHIN THE BUDGET AT ANY TIME IN THIS PROJECT?

Mr. Day: YES, THAT IS THE PLAN.

Commissioner Smith: OKAY, GREAT. AND ONE LAST QUESTION SO THAT I HAVE THIS CORRECT. DID YOU SAY THAT FOR EVERY \$10 MILLION, MARK, THAT WE HAVE, WE REDUCE OUR MONTHLY DEBT? IF WE DID LIKE \$30 MILLION WE COULD SAVE \$1.5 MILLION A YEAR IN TERMS OF DEBT SERVICE?

Mr. Campbell: THAT'S CORRECT.

Commissioner Smith: THAT'S GOOD NEWS. THANK YOU, CHAIR, FOR YOUR LEADERSHIP ON THIS. THIS IS SOMETHING WE CAN ALL REALLY GET BEHIND.

Chair Kafoury: I HAD ONE QUESTION ABOUT THE TIMING. WHEN IS GROUNDBREAKING?

Mr. Deschamps: WE'RE LOOKING AT SEPTEMBER OF NEXT YEAR.

Chair Kafoury: WE NEED TO HOLD FIRM TO THAT DATE BECAUSE WE HAVE SOME MEMBERS OF THE COMMISSION WHO MIGHT BE LEAVING AT SOME POINT AND THEY, I'M SURE BOTH SHES WOULD REALLY MUCH LIKE TO BE AT THAT GROUNDBREAKING.

Mr. Deschamps: SEPTEMBER OF NEXT YEAR THERE WILL BE A GROUNDBREAKING.

Chair Kafoury: WE'LL PUT IT ON OUR CALENDARS.

Mr. Deschamps: I ALSO HAVE WITH ME TODAY PRESIDING JUDGE NAN WALLER AND DISTRICT ATTORNEY ROD UNDERHILL WHO WOULD LIKE TO COME UP AND SAY A FEW WORDS.

Chair Kafoury: OF COURSE.

Judge Waller: GOOD MORNING, I'M NAN WALLER, THE PRESIDING JUDGE IN MULTNOMAH COUNTY. MOST IMPORTANTLY I WANT A CHANCE TO AGAIN EXPRESS OUR GRATITUDE TO ALL OF YOU FOR YOUR TIRELESS AND TREMENDOUS COMMITMENT TO THIS PROJECT. I ALSO WANT TO THANK THE ENORMOUS PROJECT TEAM THAT IS BEHIND US BECAUSE THEY HAVE SHOWN AN UNBELIEVABLE LEADERSHIP BOTH IN TERMS OF THEIR EXPERTISE, BRINGING BEST PRACTICES TO THE TABLE. AND AN INCLUSIVITY IN WORKING WITH THE COURTHOUSE STAKEHOLDERS. WE ARE A BUILDING THAT HOLDS AND NEEDS TO MEET THE NEEDS OF MANY, MANY IN THE COMMUNITY, AND DIFFERENT JUSTICE SYSTEM STAKEHOLDERS. THEY HAVE BEEN VERY WILLING TO LOOK AND DEAL WITH EVERY CHALLENGE THAT HAS COME ALONG THE WAY. ONE OF THE THINGS I THINK THIS PRESENTATION THIS MORNING HAS DONE, WHICH I AM VERY IMPRESSED WITH, THEY HAD IN MIND WHAT THE POSSIBLE PARAMETERS OF THE PROJECT WERE GOING TO BE INSIDE THE BUILDING ITSELF. THEY DID DUE DILIGENCE AND THEY CAME UP AND HAD THE FLEXIBILITY TO LOOK AT IT FROM A DIFFERENT PERSPECTIVE AND TO REALLY COME UP WITH A PLAN THAT I THINK WILL BEST MEET THE NEEDS OF OUR COMMUNITY AS WHOLE. I VERY MUCH APPRECIATE THEIR FLEXIBILITY AND EXPERTISE IN GUIDING ALL OF US AS WE MOVE FORWARD.

I DON'T HAVE ANY DOUBT THAT THE END RESULT IS GOING TO BE A BUILDING THAT WILL BE BOTH A VISUAL AND WORKING STATEMENT OF OUR COMMUNITY'S COMMITMENT TO THE JUSTICE SYSTEM AS A CORNERSTONE OF A STRONG COMMUNITY. I HAVE NO DOUBT THAT WINSTON CHURCHILL'S OBSERVATION THAT WE SHAPE OUR BUILDINGS AND THEREFORE THEY SHAPE US WILL HOLD TRUE IN THIS BUILDING. IT'LL INSPIRE CONFIDENCE AND TRUST IN THE JUSTICE SYSTEM TO ALL WHO ENTER. IT WILL INSPIRE THOSE WHO WORK WITHIN THE BUILDING TO DO THEIR BEST TO MEET THE NEEDS OF THE COMMUNITY. WE HAD AGREED AS A COURT WHEN WE BEGAN THIS

PROJECT THAT THE FOUR HIGH VOLUME COURTROOMS THAT MEET THE NEEDS OF MANY, MANY IN OUR COMMUNITY, SMALL CLAIMS, LANDLORD-TENANT, PARKING AND TRAFFIC, COULD BE OUTSIDE OF THE COURTHOUSE, NOT BECAUSE WE THOUGHT IT WAS BEST PRACTICE OR IT WOULD BE MORE EFFICIENT FOR THE PUBLIC OR FOR THE COURT BUT BECAUSE IT WAS A NECESSITY. WE WOULD DO ANYTHING -- WELL, ALMOST ANYTHING -- TO GET THE COURTHOUSE BUILT, SO WE COULD HAVE A SAFE PLACE FOR THE PUBLIC AND FOR OUR STAFF. WHEN THIS POSSIBILITY BECAME CLEAR THAT WE COULD HAVE THE FOUR HIGH-VOLUME COURTS IN THE COURTHOUSE, IT IS SUCH A BETTER MODEL IN TERMS OF MEETING THE NEEDS OF THE PUBLIC AND THE COMMUNITY.

Judge Waller: COMING TO COURT IS NOT EASY FOR ANYONE. IT IS A HIGH-ANXIETY, SOMETIMES FEAR-PRODUCING HIGH-STRESS -- EXCEPT FOR THOSE COMING TO DO THEIR ADOPTIONS OR GET MARRIED -- BUT FOR EVERYONE ELSE, USUALLY IT'S SOMETHING WHERE IT'S SOMETHING THEY MIGHT GAIN WHAT THEY NEED AND SOMETHING THEY MIGHT LOSE, WHETHER IT'S FACING A POSSIBLE JAIL SENTENCE, A BIG FINE, EVICTION, BEING COMPENSATED FOR AN INJURY OR LOSS. RIGHT NOW WE HAVE TWO DOWNTOWN COURT SPACES, THE JUSTICE CENTER WITH OUR ARRAIGNMENT COURTS IN IT, AND THE COURTHOUSE. TO ADD A THIRD IN TERMS OF MEETING THE NEEDS AND REDUCING THE ANXIETY OF PEOPLE MEETING THE NEEDS OF THE JUSTICE SYSTEM, I THINK IT WOULD BE ANOTHER ANXIETY PRODUCING, CONFOUNDING CIRCUMSTANCE. BEFORE EVEN TRYING TO GET INTO THE BUILDING TO NAVIGATE THEIR CASE, THEY WOULD FIRST HAVE TO NAVIGATE THE ISSUE OF WHERE SHOULD I BE; WHICH CAN COURTHOUSE?

ONE OF THE THINGS I'M VERY EXCITED ABOUT, THAT THE NEW COURTHOUSE HAS GIVEN US THE OPPORTUNITY, FOR WHICH WE'VE NOT REALLY DISCUSSED AND WE ARE AT THE BRINK OF REALLY GETTING STARTED ON IS ONE OF THE BIGGEST GAPS IN THE JUSTICE SYSTEM RIGHT NOW THAT I'VE TALKED TO YOU BEFORE, THERE'S AN INCREASING NUMBER OF SELF-REPRESENTED LITIGANTS. RIGHT NOW IN THE CURRENT COURTHOUSE WE HAVE A BIG LAW LIBRARY WITH LOTS OF BOOKS. IT WAS DESIGNED FOR LAWYERS AT THE TURN OF THE 20TH CENTURY. LAWYERS NO LONGER COME TO THE LIBRARY TO DO THEIR LEGAL RESEARCH. THE PEOPLE WHO DO COME TO THE LIBRARY ARE SELF-REPRESENTED LITIGANTS. THE THOUSANDS OF BOOKS IN THE LAW LIBRARY ARE RATHER BLUNT TOOLS FOR THEM TO EDUCATE THEMSELVES UP AS TO WHAT THEY NEED TO DO. IT'S NOT JUST OUR HIGH-VOLUME COURTROOMS THAT BRING IN SELF-REPRESENTED LITIGANTS. LAST TIME WE LOOKED IN 25% OF OUR CASES, TAKING OUT SMALL CLAIMS AND FED, SELF-REPRESENTED LITIGANTS WERE ON ONE SIDE OF THE CASE.

Judge Waller: WE NEED TO TRANSFORM THE LAW LIBRARY AND THE NEW BUILDING GIVES US THE PERFECT OPPORTUNITY INTO A LEGAL RESOURCE

CENTER TO PROVIDE BETTER TOOLS FOR NAVIGATING THE JUSTICE SYSTEM TO SELF-REPRESENTED LITIGANTS. HAVING THE LAW LIBRARY IN THE CENTRAL COURTHOUSE AND THE FOUR HIGH VOLUME COURTROOMS IN ANOTHER BUILDING WOULD NOT SERVE THE PUBLIC IN A WAY THAT WE HOPE TO SERVE THE PUBLIC. WE NEED TO HAVE THEM ALL CO-LOCATED IN ORDER TO HOPEFULLY HAVE ACCESS TO THOSE TOOLS TO HELP PEOPLE AS THEY MANAGE THEIR WAY THROUGH THE COURTHOUSE. WE'RE VERY PLEASED THAT THE TEAM LISTEN FOR THE NEEDS, LOOKS FOR WADES AND HAD THE FLEXIBILITY AND COURAGE TO COME BACK AND SAY, THIS ISN'T THE PLAN THAT WILL BEST MEET THE NEEDS OF THE COUNTY AND THE PUBLIC AND THE COURT. WE HAVE ANOTHER PLAN AND IT WILL WORK. I LOOK FORWARD TO NEXT WEEK WHEN YOU HAVE THE OPPORTUNITY TO VOTE ON THE RECOMMENDATION, AND I THANK YOU FOR YOUR CONTINUED COMMITMENT TO THE COURTHOUSE PROJECT. YOU'RE COMMITMENT TO THE JUSTICE SYSTEM, WHICH I TRULY BELIEVE IS A CORNERSTONE OF A STRONG COMMUNITY. THANK YOU.

Chair Kafoury: GOOD MORNING.

Mr. Underhill: GOOD MORNING, CHAIR KAFOURY, I WANT TO ECHO MANY OF THE THINGS SAID, AND SPECIFICALLY, MANY OF THE THOUGHTS THAT PRESIDING JUDGE WALLER HAS JUST COMMENTED ON. FIRST I THINK THIS BOARD HAS INSISTED ON A CAREFUL AND THOROUGH AND VERY DELIBERATIVE PROCESS. SPEAKING OF THE PROJECT TEAM, GREAT WORKING RELATIONSHIP WITH THAT GROUP. THEY HAVE BEEN A TREMENDOUS KIND OF ROCK OF STEADINESS AND CAREFUL EVALUATION ON THIS. THEY HAVE BEEN VERY OPEN TO LISTENING AND ALSO VERY RECEPTIVE TO GOOD IDEAS AND VERY WILLING TO EXPLORE IDEAS AND ALSO BE VERY CLEAR THAT THEIR MARCHING ORDERS ARE TO BE FISCALLY RESPONSIBLE AS WELL AS ACCOMPLISHING THE GOALS OF GOOD SERVICE TO THE CITIZENS OF OUR COMMUNITY. THEY DESERVE A TREMENDOUS AMOUNT OF APPRECIATION. IT'S NO SURPRISE THAT THE DISTRICT ATTORNEY'S OFFICE, AND ME SPECIFICALLY, ALWAYS FELT THAT PHILOSOPHICALLY AND OPERATIONALLY WE COULD WORK BEST WITHIN THE COURTHOUSE. HOWEVER, I ALSO KNEW THAT IN ORDER TO BE ALSO GOOD STEWARDS OF THIS PROCESS IT NEED TO DO MAKE FISCAL SENSE.

SO I LIKE TO THINK THAT MYSELF AND MY OFFICE'S ADVOCACY IN THIS AREA HAS BEEN APPROPRIATE, IN THAT WE'VE MET WITH THE PROJECT MANAGEMENT TEAM, WE'VE SUPPLIED INFORMATION, RECEIVED INFORMATION. WE VOICED OUR THOUGHTS BUT WE ALSO NEED TO DO MAKE SURE THAT THIS MADE GOOD FISCAL SENSE TO THE CITIZENS OF MULTNOMAH COUNTY AND THE STATE OF OREGON FOR THE DISTRICT ATTORNEY'S OFFICE TO BE INCLUDED IN THE BUILDING. I'M VERY PLEASED, I CAN'T HELP BUT SAY, TO SEE THAT AT THE END OF THE DAY THAT ANALYSIS DOES RESULT IN A STRONG RECOMMENDATION THAT THE DISTRICT

ATTORNEY'S OFFICES BE LOCATED IN THE NEW COUNTY COURTHOUSE. I DO BELIEVE NOW THAT IT FINANCIALLY PENCILS OUT VERY POSITIVELY, TOGETHER WITH THE OPERATIONAL SERVICE THAT WE'LL BE ABLE TO GIVE THE CITIZENS OF MULTNOMAH COUNTY, IT MAKES IT JUST A TREMENDOUS AMOUNT OF SUPPORT FOR MYSELF TO BE ABLE TO SAY, WITH HEAD HELD HIGH AND STRONG ADVOCACY, THIS IS THE BEST THING FROM THE DISTRICT ATTORNEY'S STANDPOINT. AND THAT SERVICE THAT WE GIVE TO OUR CITIZENS.

Mr. Underhill: IN SUMMARY I WANT TO COMMENT ON STRONG THANKS TO THIS GROUP, BACK TO CHAIR, YOURSELF AND THE COUNTY COMMISSIONERS. I BELIEVE THAT'S ALSO HOW YOU LOOKED AT IT, I SUSPECT. I'VE HAD SEPARATE CONVERSATIONS AT TIMES WITH MOST OF YOU, AND I HAVE APPRECIATED THE SUPPORT. BUT I ALSO KNEW THIS GROUP WOULD INSIST ON A FISCALLY RESPONSIBLE EVALUATION OF THIS PROCESS. I THINK THAT'S NOW BEEN DONE. AND SO I URGE YOU TO SUPPORT AND ULTIMATELY VOTE IN SUPPORT OF THIS PROJECT. THANK YOU.

Chair Kafoury: THANK YOU. ANY QUESTIONS OR COMMENTS?

Commissioner Shiprack: I WANT TO MAKE A COMMENT TO BOTH OF YOU. I'M REALLY DELIGHT YOU'RE HERE TODAY. I WANT TO SAY THAT YOUR PARTNERSHIP AND GRACIOUSNESS THAT YOU HAVE EXHIBITED WHILE YOU HAVE PERSEVERED THROUGH A YEAR OF LOOKING AT A DESIGN THAT HAD LEFT OUT ASPECTS OF A COURTHOUSE IMPORTANT TO BOTH OF YOU, IS REALLY APPRECIATED. IT DOESN'T GO UNNOTICED, AND I THINK THAT ONE THING THAT MAY HAVE GONE UNMENTIONED SO FAR IS THAT THE ORIGINAL DESIGN WAS NOT ONLY AT THE RECOMMENDATION OF THE NATIONAL CENTER FOR STATE COURTS. SO THERE WAS NEVER ANY INTENTION TO PUT UPON THE COURTS OR THE D.A., AND IT WAS ALSO WITHIN THE CONSTRAINTS NOT ONLY OF THE BUDGET BUT ALSO OF HEIGHT LIMITATION. AND I WANT TO THANK THE CITY OF PORTLAND FOR LIFTING THAT HEIGHT LIMITATION BECAUSE IT REALLY IS IN LARGE PART DUE TO THAT, THAT WE'RE ABLE TO HAVE A VISION OF A BUILDING THAT ACCOMMODATES THE NEEDS AND THE FUNCTIONS OF OUR COURT SYSTEM. SO IT IS THE ART OF THE POSSIBLE, THAT'S WHAT WE'RE DOING HERE. AND I WANT TO SAY THAT YES, IT IS THE RELENTLESS COMMITMENT OF THIS BOARD. NOT JUST DEDICATION, NOT JUST COMMITMENT, BUT THE RELENTLESS COMMITMENT OF THIS BOARD TO SUCCEED IN A SEISMICALLY SAFE AND OPERATIONALLY SAFE BUILDING, A FUNCTIONAL BUILDING THAT, AS YOU SAID, JUDGE WALLER, A FUNCTIONAL AND OPERATIONAL STATEMENT TO THE COMMUNITY OF JUSTICE.

Chair Kafoury: THANK YOU.

Commissioner McKeel: I, AS WELL, APPRECIATE EVERYTHING THAT YOU BOTH HAVE SAID THIS MORNING. AND I'M PLEASED TO HEAR THAT WE ARE

BREAKING GROUND IN SEPTEMBER, FOR SOME OF US THAT ARE TERM LIMITED OUT. WE WILL BE WATCHING AS THIS GOES ALONG AND WE'LL BE BACK FOR THE GRAND OPENING.

Commissioner Smith: I'D LIKE TO THANK THE ENTIRE COURTHOUSE PROJECT FOR A VERY THOUGHTFUL, CAREFUL AND FISCALLY RESPONSIBLE PROJECT THAT WAS PRESENTED FOR US. I JUST HAVE TO SAY FOR THE RECORD, YOU ALL WERE GREAT IN GIVING US INFORMATION FROM DAY ONE. MY TWO ISSUES WERE PEDESTRIAN SAFETY AND WHETHER OR NOT THE D.A.'S OFFICE WAS GOING TO BE PUT INTO THE NEW COURTHOUSE. I HAVE TO SAY FOR THE RECORD, ROD, YOU NEVER CAME AND LOBBIED ME FOR THAT. THAT WAS ALL MY OWN. AND I APPRECIATE IT BECAUSE YOU COULD HAVE, BUT WHEN YOU REALLY REITERATED THAT YOU WANTED IT TO BE FISCALLY RESPONSIBLE, YOU WERE REALLY THINKING ABOUT THE ENTIRE PROJECT, NOT JUST YOUR DEPARTMENT. SO I REALLY APPRECIATE THAT. I WANTED TO MAKE SURE I WAS GOING FIGHT UNTIL I COULD GET SOME KIND OF INKLING OF D.A. INTO THE COURTHOUSE, BUT THE TEAM CAME UP WITH A REALLY GOOD PLAN. LOOKING AT HOW THE LEASES WERE TRIPLED IN SOME PLACES THAT DIDN'T MAKE SENSE FOR US, I'M GLAD ABOUT EVERYTHING THAT'S IN THE NEW COURTHOUSE AND WITH THE HEAVY TRAFFIC COURTS. THANK YOU TO JUDGE WALLER FOR ALL YOUR SUPPORT. YOU HAVE BEEN A TIRELESS ADVOCATE FOR THIS. THANK YOU VERY MUCH FOR YOUR WORK.

Vice-Chair Bailey: THIS IS ALMOST A LITTLE SURREAL. IT'S SO EXCITING TO BE AT THIS MOMENT. I REMEMBER WHEN I FIRST RAN FOR OFFICE EIGHT YEARS AGO GOING ON A TOUR OF THE COURTHOUSE AND FINDING OUT JUST IN WHAT KIND OF SHAPE IT WAS IN. I KNOW IT'S BEEN GOING ON FOR MUCH LONGER THAN THAT, THIS EFFORT. CONGRATULATIONS TO EVERYBODY INVOLVED HERE, IT'S A GREAT POINT TO BE AT, LOOKING FORWARD TO THAT GROUNDBREAKING. THANK YOU, CHAIR, FOR YOUR DEDICATION BOTH AND CHAIR AND BEFORE, TO MAKING SURE WE ARE IN A PLACE TO BE ABLE TO HAVE THIS GROUNDBREAKING.

Chair Kafoury: THANK YOU, AND THANK YOU BOTH FOR COMING IN THIS MORNING. WE WILL BE VOTING ON THIS FAC-1 DECEMBER 17TH. CONTINUING ON WITH OUR BOARD BRIEFINGS, WE HAVE THE HEALTH DEPARTMENT FOR A BRIEFING ON OUR PUBLIC EDUCATION CAMPAIGN.

B.2 Board Briefing on Health Department's Public Education Campaign. Presenters: Joanne Fuller, Director; Tricia Tillman, Director of Public Health; and Adele Adams, Communications & Policy Lead Coordinator, Community Witness & Prevention Program.

Ms. Tillman: GOOD MORNING, CHAIR KAFOURY, AND COMMISSIONER. MY NAME IS TRICIA TILLMAN, I'M THE PUBLIC HEALTH DIRECTOR. WITH ME IS ADELE ADAMS AND SHE'S THE COMMUNICATIONS AND POLICY LEAD COORDINATOR

FOR OUR COMMUNITY WITNESS AND PREVENTION PROGRAM MANY WE'RE HERE TO TALK WITH YOU ABOUT THE PREVENTION CAMPAIGN AND A LITTLE MORE BROADLY AROUND WHAT'S OUR RATIONALE FOR PUBLIC HEALTH COMMUNICATION AS CORE PREVENTION AND HEALTH PROMOTION STRATEGY WITHIN PUBLIC HEALTH. WE'LL TALK A LITTLE ABOUT OUR TIMELINE FOR THE CAMPAIGN THAT HAS BEEN ROLLING OUT OVER THE PAST FEW MONTHS. AND THEN WE'LL TALK A LITTLE ABOUT OUR VISION FOR MOVING FORWARD WITH FUTURE PUBLIC HEALTH COMMUNICATIONS CAMPAIGNS. SO PUBLIC HEALTH COMMUNICATIONS IS ONE OF THE ESSENTIAL SERVICES OF PUBLIC HEALTH. I'LL TALK A LITTLE BIT ABOUT THAT, AND ALSO HOW IT CONNECTS WITH PUBLIC HEALTH MODERNIZATION EFFORTS AT THE STATE, AND ALSO OUR EFFORTS TO BE ACCREDITED AS A LOCAL PUBLIC HEALTH DEPARTMENT THROUGH A NATIONAL PUBLIC HEALTH ACCREDITATION PROCESS.

WHEN WELL-CONCEIVED AND CAREFULLY IMPLEMENTED AND SUSTAINED OVER TIME, PUBLIC HEALTH COMMUNICATION PROGRAMS HAVE THE CAPACITY TO EVOKE CHANGE AMONG INDIVIDUALS AND POPULATIONS BY RAISING AWARENESS, INCREASING KNOWLEDGE, SHAPING ATTITUDES AND CHANGING BEHAVIORS. ALTHOUGH COMMUNICATION INITIATIVES OFTEN TARGET FOR CHANGE BEHAVIORS THAT CONTRIBUTE DIRECTLY TO MORBIDITY AND MORTALITY, IT ALSO TARGETS CERTAIN SOCIAL, PHYSICAL AND ENVIRONMENTAL CHANGES THAT CAN INFLUENCE HEALTH OUTCOMES. UNDER PUBLIC HEALTH MODERNIZATION, WHICH IS OUR FOCUS REALLY FOR MOVING PUBLIC HEALTH FORWARD AT THE STATE LEVEL, WE WILL HAVE TO DEMONSTRATE THAT WE HAVE THE CAPACITY TO DO ONGOING PUBLIC EDUCATION. ELEMENTS FOR THIS CAPACITY INCLUDES KNOWLEDGE, SKILLS, AND ABILITY TO ENGAGE IN COMMUNICATION WITH MEMBERS OF THE PUBLIC THROUGH VARIOUS COMMUNICATION CHANNELS, EFFECTIVELY USE MASS MEDIA AND SOCIAL MEDIA TO TRANSMIT AND RECEIVE ROUTINE COMMUNICATIONS TO AND FROM THE PUBLIC. AND TO COMMUNICATE WITH A WIDE VARIETY OF COMMUNITY AND ORGANIZATIONAL AUDIENCES IN A MANNER THAT'S CULTURALLY AND LINGUISTICALLY APPROPRIATE. SO AS WE THINK ABOUT THIS FOUNDATIONAL CAPABILITY, THE WORK WE'RE DOING TODAY REALLY HELPS US BUILD THAT FOUNDATION.

ADDITIONALLY, COMMUNICATION IS ONE OF THE FUNCTIONS THAT WILL BE ASSESSED FOR AS WE PURSUE PUBLIC HEALTH ACCREDITATION. LOCAL PUBLIC HEALTH AUTHORITIES ARE EXPECTED TO PROVIDE INFORMATION ON PUBLIC HEALTH ISSUES AND PUBLIC HEALTH FUNCTIONS THROUGH MULTIPLE METHODS THROUGH A VARIETY OF AUDIENCES TO PROMOTE HEALTH EDUCATION TO SUPPORT PREVENTION AND WELLNESS.

WE WANTED TO SHARE THE STAGE WAS CHANGE MODEL, WHICH IS BASED IN HEALTH BEHAVIORAL THEORY. IT SUGGESTS THAT ALL OF US ARE AT DIFFERENT STAGES IN THE PROCESS OF CHANGING IN BEHAVIOR. WE FOCUS ON HEALTH BEHAVIORS IN PARTICULAR. SO PUBLIC HEALTH EDUCATION

CAMPAIGNS HELP MEET PEOPLE WHERE THEY ARE AT ALONG THIS CONTINUUM. CAMPAIGNS CAN PROVIDE INFORMATION OR FOOD FOR THOUGHT TO MOVE SOMEONE FROM PRE-CONTEMPLATION, BEFORE KNOWING THAT A HEALTH ISSUE IS EVEN A HEALTH ISSUE, TO CONTEMPLATION. "MAYBE I WANT TO DO SOMETHING ABOUT THAT." THEY CAN GIVE SOMEONE THE MOTIVATION TO MOVE FROM CONTEMPLATION INTO ACTION, ACTUALLY THINKING ABOUT MAYBE I WANT TO MAKE A CHANGE TO MAKING THAT CHANGE. AND THEN THE EDUCATION CAMPAIGN CONSIST HELP REINFORCE SOMEONE'S COMMITMENT TO MAINTAINING A NEW BEHAVIOR.

Ms. Tillman: SO IN THE NEXT SLIDE ONE OF THE THINGS WE'VE BEEN THINKING ABOUT IN TERMS OF PUBLIC HEALTH, AND AS WE'VE TALKED ABOUT THAT CLIFF OF POOR HEALTH, WE'VE REALLY RECOGNIZED THAT PUBLIC EDUCATION ELEVATES THE AWARENESS OF THE ROLE OF PUBLIC HEALTH ACROSS THE WHOLE POPULATION. SO A LOT OF OUR FUNDING FOCUSES APPROPRIATELY ON INTERVENING WITH VULNERABLE MEMBERS OF OUR COMMUNITY WHO HAVE THE HIGHEST NEED. PUBLIC EDUCATION AS A CORE OF PUBLIC HEALTH HELPS US REACH THE ENTIRE POPULATION USING PREVENTION, CULTURAL NORMING AND EARLY INTERVENTION MESSAGES. IT REQUIRES USING CULTURALLY AND LINGUISTICALLY APPROPRIATE MESSAGING TO REACH A WIDE PORTION OF THE POPULATION WHO OFTEN SHOULD A DISPROPORTIONATE BURDEN OF POOR HEALTH.

FOR MANY IN OUR COMMUNITY JUST LEARNING ABOUT THE DANGERS, FOR EXAMPLE, OF HOOKAH, OR HOW MUCH SUGAR IS IN A BOTTLE OF SODA OR HOW MUCH SALT, SUGAR AND FAT IS IN CERTAIN FOODS IS ENOUGH TO CHANGE BEHAVIOR, A BIG PART OF THE CURVE TO START MAKING CHANGES AT THE FAMILY OR THE EDUCATIONAL LEVEL. THIS HELPS SHIFT THE WHOLE POPULATION TOWARDS LOWER NEED, WHERE WE GET THE BIGGER BANG FOR OUR BUCK. OR, AS WE'VE REFERENCED BEFORE, IT HELPS MOVE WHOLE POPULATIONS FROM THAT CLIFF OF POOR HEALTH. SO I WANT TO PUT OUR EFFORTS IN CONTEXT. IN PUBLIC HEALTH, THIS HAS BEEN OUR REALITY WHEN IT COMES TO COUNTER-MARKETING INDUSTRIES LIKE TOBACCO.

LARGE INDUSTRIES LIST SIGNIFICANT MARKETING BUDGETS, COMPLETELY OUTSPEND OUR EFFORTS. SO BIG TOBACCO SPENDS A MILLION DOLLARS EVERY HOUR ON MARKETING AND ADVERTISING AND THEY DO THIS BECAUSE THEY KNOW IT WORKS. IN 2013 THE BEVERAGE INDUSTRY SPENT \$866 MILLION ADVERTISING SUGARY DRINKS AND ENERGY DRINKS. THAT'S \$2 MILLION A DAY. SO OUR INVESTMENT HERE AT MULTNOMAH COUNTY, THE LITTLE DOG, WAS JUST SHY \$600,000, OR EQUAL TO ABOUT A HALF HOUR OF TOBACCO MARKETING ON ANY GIVEN DAY. THIS FUNDING ACTUALLY CAME FROM A SHIFT OF FUNDS THAT WAS SUPPORTED THROUGH HEALTH SYSTEMS TRANSFORMATION. WE HAD A REALLY GOOD YEAR LAST YEAR IN OUR BUDGET, HEALTH SYSTEMS TRANSFORMATION REALLY HELPED ICS, OUR INTEGRATED CLINICAL SYSTEMS, OPERATE AT A REALLY HIGH LEVEL,

AND ALLOWED US TO REALLOCATE SOME GENERAL FUNDS TO THIS MARKETING CAMPAIGN. IT WAS UNEXPECTED REVENUE THAT ALLOWED TO US MOVE SOME GENERAL FUND INTO PUBLIC HEALTH. THE PREVENTION CAMPAIGN THAT WE'RE ROLLING OUT NOW IS A REFLECTION OF ONE-TIME-ONLY FUNDING. ALTHOUGH, I WOULD BE REMISS IF I DIDN'T SAY AS THE FUNCTION WE SHOULD BE BUDGETING FOR EVERY YEAR. AS I SAID, IT WAS ABOUT JUST SHY OF \$600,000. BUT WHAT WE WERE ABLE TO DO BY DOING A ONE-YEAR BY IN ADVANCE OF THIS LEVEL WAS TO LEVERAGE AND SIGNIFICANT AMOUNT OF FREE MEDIA. FOR EVERY DOLLAR WE INVESTED IN THIS PURCHASE, WE WERE ABLE TO EARN 66 CENTS OF FREE MEDIA. SO IT ALMOST DOUBLED OUR MARKETING BUDGET.

Ms. Adams: SO WE WANT TO TAKE A STEP BACK AND TALK A LITTLE ABOUT HOW DO WE TOO DECIDE TO DEVELOP THE CAMPAIGNS TO MOVE FORWARD WITH THE PREVENTION CAMPAIGN AS WELL AS THE HEALTH DEPARTMENT. WHEN WE THINK ABOUT THE CAMPAIGNS WITH WE PURSUE, WE REALLY LOOK AT WHAT THE DATA TELLS US. WE LOOK TO THAT DATA TO INFORM OUR DECISION-MAKING IN ADDITION TO THE AVAILABLE INFORMATION WE HAVE. THERE ARE MANY TIMES WE HAVE EMERGING PUBLIC HEALTH ISSUES THAT WE DON'T NECESSARILY HAVE THE DATA FOR BUT WE SOON START TO COLLECT THAT AND START NOTING THE TRENDS. BEHAVIOR CHANGE IS SUPPORTED BY THE POLICIES THAT WE ENACT. PUBLIC HEALTH EDUCATION MEDIA CAMPAIGNS PROVIDE THAT INFORMATION TO TARGET AUDIENCES IN ORDER TO MAKE INFORMED CHOICE IN THEIR HEALTH BEHAVIORS AND THEIR ACTIONS. THAT'S ALSO A RECENT SUCCESS, KUDOS TO THIS BOARD FOR ADOPTING A COMPREHENSIVE TOBACCO RETAIL LICENSING ORDINANCE, THAT WILL THEN HELP TO SHAPE SOME OF THE COMMUNICATIONS WE BEGIN TO ROLL OUT AS IT'S IMPLEMENTED. WE HAVE ONE DEDICATED KNOWING THE IMPORTANCE OF COMMUNICATING WHAT THE TOBACCO LAW LOOKS LIKE WHAT, THAT MEANS FOR BUSINESS OWNERS AND DOING IT IN A CULTURALLY APPROPRIATE WAY.

WHEN IT COMES TO MESSAGE DEVELOPMENT WE LOOK TO OUR COLLEAGUES AT CDC. OFTENTIMES, WE'RE LOOKING TO THE MESSAGES THAT ALREADY EXIST OR WHAT CAMPAIGNS HAVE ALREADY BEEN ROLLED OUT IN ORDER TO MAXIMIZE THE DOLLARS. AS TRICIA NOTED, WE DON'T ALWAYS HAVE THE MONEY TO BRING TO THE TABLE AGAINST THESE BIG INDUSTRIES. THE CDC HAS A MEDIA RESOURCE CENTER, WHICH IS A BUNCH OF DIFFERENT CAMPAIGNS THAT HAVE BEEN ENACTED ACROSS THE NATION FROM LOCAL JURISDICTIONS AND PUBLIC HEALTH THAT HAVE BEEN FOCUS GROUP TESTED AND HAS THE DEMOGRAPHICS REALLY NAILED DOWN. SO WE LOOK TO THOSE TO REALLY SEE, IS THAT SOMETHING THAT WE CAN ADOPT HERE. THE OTHER PIECES, WE LOOK TO OUR COLLEAGUES ACROSS THE STATE OF OREGON AND ACROSS THE NATION TO SEE WHAT WE CAN LOCALLY ADAPT AND USE HERE AND THEN MESSAGE TEST.

Ms. Adams: WE TYPICALLY WILL TAKE THOSE AND HOST FOCUS GROUPS HERE, WHETHER THAT BE IN PERSON, DOING INTERCEPT SERVICES OR ALSO ONLINE SURVEYS. WE ALSO LIKE TO MAXIMIZE OPPORTUNITIES THAT EXIST. OUR NEXT SLIDE IS HOW WE KICKED OFF OUR PREVENTION CAMPAIGN. THIS CAMPAIGN WAS LAUNCHED IN JUNE OF 2015 AND IT WAS LOCATED IN PRINT. THE INTENTION OF THIS CAMPAIGN WAS TO BUILD SUPPORT FOR THE CITY OF PORTLAND ADOPTING A 100% SMOKE AND TOBACCO FREE PARK POLICY. BUT ALSO TO URGE AND BUILD SUPPORT AND MOMENTUM FOR SMOKE AND TOBACCO FREE PARK ACROSS OREGON AND ACROSS THE NATION. THIS PARTICULAR CAMPAIGN ALSO WAS INCLUDED IN 12 DIFFERENT IMAGES. IT WAS LOCATED THROUGHOUT MULTNOMAH COUNTY, BOTH ON BILLBOARDS, TRANSIT SHELTERS AND THE SITES OF BUSES. THIS WAS A CAMPAIGN THAT DID INCLUDE OR PARTNERS' FEEDBACK, THE REGIONAL COALITION. THE SMOKE FREE PARKS CAMPAIGN WAS ALSO MULTICULTURAL BUT NOT MULTILINGUAL JUST DUE TO BUDGET CONSTRAINTS AND TIMING.

HERE'S ONE OF THE EXAMPLES OF WHAT YOU MAY HAVE SEEN OUT ON THE STREET. THIS IS ONE OF OUR BILLBOARDS WE HAD DONE FOR THIS PARTICULAR CAMPAIGN. AS TRICIA MENTIONED, WE HAD FOUR CONTRACTORS. WE HAVE LAMAR TRANSIT AND CLEAR CHANNEL BILLBOARDS THAT DOES OUR PRINT. WE ALSO HAVE A CONTRACT WITH XFINITY COMCAST CABLE, AS WELL AS UNIVISION. THESE MAY LOOK FAMILIAR, THIS IS OUR UNIVISION TELEVISION SUGARY DRINKS COMMERCIALS. THE OTHER PIECE WE LAUNCHED IN JUNE WAS OUR SUGARY DRINKS CAMPAIGN, SO WE DEVELOPED THESE UNDER OR COMMUNITY'S PUTTING PREVENTION TO WORK GRANT THIS. CAMPAIGN INCLUDED FOUR TRANS-CREATED COMMERCIALS IN DEVELOPMENT WITH UNIVISION THAT HAD BEEN DEVELOPED IN PARTNERSHIP WITH THEM UNDER OR PREVIOUS GRANT. THE INTENTION WAS TO BRING AWARENESS AROUND CONSUMING SUGARY DRINKS. IN PARTNERSHIP WITH UNIVISION, WE ALSO DEVELOPED WHAT'S CALLED ADVERTORIAL CONTENT AND THAT'S A GREAT LEVERAGING POINT AS TRICIA WAS TALKING ABOUT, SOME OF THE IN-KIND WE RECEIVE BACK FROM OUR PARTNERS. THE ADVERTORIAL CONTENT IS ADDITIONAL ONLINE CONTENT WE GET WITH UNIVISION. ANY VIEWERS WHO GO TO OUR WEBSITE CAN RECEIVE ADDITIONAL INFORMATION AROUND SUGARY DRINKS AND GET THAT CONTENT AND INFORMATION AVAILABLE.

MANY YOU OF MAY HAVE SEEN THAT AD. IT'S CALLED OUR "MAN-EATING SUGAR AD". OUR FRIENDLY GUY WHO IS EATING 16 PACKETS OF SUGAR AT A DINER. THIS RAN THROUGH THE END OF NOVEMBER FROM JUNE. ALSO WITH COMCAST WE HAVE A DIGITAL PRESENCE, AS WELL, WHERE IT'S CALLED AN END BANNER VIDEO. IT'S PEOPLE WHO ARE COMCAST SUBSCRIBERS IN MULTNOMAH COUNTY WILL HAVE THE AD POP UP ON THE SIDE OF THEIR SCREEN. IF THEY HOVER OVER IT THE COMMERCIAL WILL AIR. THIS IS ALSO A GREAT EXAMPLE SHOWING HOW WE REACH OUT TO COLLEAGUES IN OTHER

JURISDICTIONS. WE PARTNER WITH THE NEW YORK CITY DEPARTMENT OF HEALTH TO ADAPT THIS AD TO BE ABLE TO USE THE ADD LOCALLY AND IT WAS A HUGE SUCCESS.

Ms. Adams: SO THAT'S LEAD-IN TO OUR CAMPAIGN AGAINST TO BE AND SOCIAL SMOKING. LAST YEAR OUR STAFF DISCUSSED WITH PORTLAND STATE UNIVERSITY AND PORTLAND COMMUNITY COLLEGE STUDENTS ABOUT THEIR ATTITUDES, KNOWLEDGE, BELIEFS AND USE OF HOOKAH AND SOCIAL SMOKING. BOTH PEOPLE WHO SMOKED AND THOSE WHO DID NOT SMOKE UNIVERSALLY BELIEVED THAT CIGARETTES WERE BAD FOR YOUR HEALTH. IT WAS ALSO CLEAR THAT PERCEPTION BUSY TOBACCO WERE DANGEROUS DID NOT CARRY OVER WHEN TALKING ABOUT HOOKAH OR FLAVORED TOBACCO PRODUCTS, INCLUDING E-CIGARETTES AND SOCIAL SMOKING. WE OFTEN LOOK AT THE DATA. WHY ARE WE FOCUSED ON HOOKAH AND FLAVORED TOBACCO? THIS COMES FROM OUR OREGON HEALTHY TEENS DATA. THIS IS ONE OF THE FIRST TIMES WE'RE GETTING 2015 DAY IN THE YEAR THAT WE COLLECTED IT. AMONG MULTNOMAH COUNTY EIGHTH GRADERS WHO TRIED TOBACCO FOR THE FIRST TIME ONE QUARTER USED HOOKAH. ADDITIONALLY, IN OREGON AMONG YOUTH TOBACCO USERS, 60% OF EIGHTH GRADERS AND 68% OF 11TH GRADERS USED FLAVORED TOBACCO IN THE PAST MONTH COMPARED TO 16% OF ADULT TOBACCO USERS. LITTLE CIGAR SMOKING AMONG EIGHTH GRADERS IS NEARLY THREE TIMES HIGHER THAN ADULTS. HOOKAH SMOKING IS NEARLY FOUR TIMES HIGHER IN 11TH GRADERS THAN ADULTS.

THAT ALSO LEADS US INTO, WHY ARE WE ALSO FOCUSED ON SOCIAL SMOKING? A LITTLE BACKGROUND WHAT SOCIAL SMOKING IS CONSIDERED: CASUAL SMOKING, PARTY SMOKING, NONDAILY SMOKING. IT ESSENTIALLY MEANS SMOKING FEWER THAN FIVE CIGARETTES PER DAY AND USUALLY IN A SOCIAL SETTING OR WITH FRIENDS. NATIONALLY ONE IN FOUR YOUTH BELIEVE THERE IS LITTLE TO NO HEALTH RISK ASSOCIATED WITH SMOKING. ADDITIONALLY, A COMPREHENSIVE LITERATURE REVIEW FOUND THAT LIGHT OR INTERMITTENT SMOKING, ALSO KNOWN AS SOCIAL SMOKING, CARRIED NEARLY THE SAME RISK FOR CARDIOVASCULAR DISEASE AS FOR THOSE WHO ARE DAILY SMOKERS.

YOUTH, COLLEGE STUDENTS, PREGNANT WOMEN, LATINOS ARE MORE LIKELY TO BE SMOKERS AND AS WE ALL KNOW, THERE IS NO SAFE AMOUNT OF SMOKING. GIVEN THESE ALARMING NUMBERS AND THE GROWING POPULARITY AMONG HOOKAH AND FLAVORED TOBACCO AMONG YOUTH, WE DEVELOPED A CAMPAIGN AGAINST SOCIAL TOBACCO AND SMOKING. THE PRIMARY TARGET IS TEENS AGE 13 TO 17 AND THEIR PARENTS. WE TESTED THESE CONCEPTS WITH THREE ONLINE SURVEYS THAT WE PUSHED OUT TO VARIOUS PARTNER ORGANIZATIONS, BOTH INTERNALLY AND EXTERNALLY. SOME OF THOSE INCLUDED PROVIDENCE REBELS FOR A CAUSE, THE MULTNOMAH COUNTY YOUTH COMMISSION, SCHOOL-BASED HEALTH

CENTERS. OUR OREGON HEALTH EQUITY ALLIANCE AND THE REACH TO ACHIEVE COALITION, TO NAME A FEW. THE HEALTH DEPARTMENT HAS BEEN WORKING WITH A LOCAL ARTIST, LISA NINO, TO DEVELOP ILLUSTRATIONS FOR THIS CAMPAIGN. THERE ARE THREE DESIGNS FOR OUR HOOKAH CAMPAIGN. THIS IS A CONCEPT THAT HAD HE BEEN RUNNING ON CLEAR CHANNEL OUTDOOR BILLBOARDS SINCE OCTOBER AND WILL RUN THROUGH THE END OF THIS MONTH. THE HOOKAH ADS WILL RUN ON TRANSIT, THAT WILL INCLUDE BUS SHELTERS, BUS BENCHES AND THE SIDES OF BUSES. IN ADDITION, THIS IS A COMMERCIAL THAT WE HAVE BEEN WORKING WITH COMCAST XFINITY WITH THEIR CREATIVE LEAD AND THEY HAVE TAKEN THE ARTWORK LISA HAS DEVELOPED FOR THIS CAMPAIGN AND THAT ANIMATION BEGAN AIRING YESTERDAY.

Commissioner Smith: MADAM CHAIR, THIS IS GREAT. IT'S NOT GREAT BUT IF AN HOUR OF HOOKAH EQUALS 100 CIGARETTES, THAT REALLY SENDS A STRONG MESSAGE.

Ms. Tillman: I WOULD JUST ADD THIS IS AN EXAMPLE OF MOVING PEOPLE FROM PRE CONTEMPLATION TO CONTEMPLATION. MOST PEOPLE WHO HAVE SEEN THIS SAID I HAD NO IDEA. THAT'S REALLY AN IMPORTANT PIECE OF THIS INTERVENTION.

Commissioner McKeel: CHAIR, THANK YOU. I'VE SEEN THIS BILLBOARD ALONG I-84 IN EAST COUNTY AND IT STANDS RIGHT OUT THERE AS YOU'RE DRIVING BY.

Ms. Adams: SIMILAR ADS WILL BE CREATED THIS MONTH IN PARTNERSHIP WITH UNIVISION, AS WELL, AND THEY WILL AIR ON UNIVISION AND THEIR ONLINE PRESENCE. THAT'S A LEAD-IN TO OUR FLAVORED TOBACCO CAMPAIGN, A COMPLEMENT TO THIS, AS WELL. THIS IS A CONCEPT THAT BUILDS OFF OR PREVIOUS SWEETS TO FEET CAMPAIGN. THIS IS BEING ADAPTED FOR TRANSIT ALONG WITH THE HOOKAH CONCEPT AND WILL BEGIN RUNNING LATER THIS MONTH UNTIL THE END OF FEBRUARY. WE WILL BE WORKING WITH UNIVISION TO DEVELOP THIS CONCEPT. AND SO THAT LEADS US INTO SOCIAL SMOKING. FLAVORED TOBACCO, THIS IS THE THIRD CONCEPT ADOPTED ALONG WITH SOCIAL SMOKING AND THE HOOKAH CONCEPT. BECAUSE THE TARGET AUDIENCE IS AGES 13-18 ALL THREE OF THESE WILL BE BUILT OUT INTO A SOCIAL MEDIA PRESENCE, TO TAKE IT TO WHERE PEOPLE ARE AT. THE BEAUTY OF THE MEDIA IS THAT WE'RE ABLE TO DO REALLY TARGETED MARKETING AND TAKE THESE IMAGES AND CONCEPTS FOR THE MEDIA CAMPAIGN TO WHERE PEOPLE ARE AT.

ADDITIONALLY, THIS REALLY DOVETAIL INTO THE NATIONAL CONVERSATION. THE TRUTH CAMPAIGN IS REALLY FOCUSED ON FLAVORED TOBACCO AND HOOKAH, AS WELL. THE CAMPAIGN IS TALKING ABOUT HEALTH HARMS OF USING TOBACCO AS WELL AS THE NEW EMPIRE CAMPAIGN, ALSO LAUNCHED

BY THE FDA, A CULTURALLY SPECIFIC CAMPAIGN LOOKING TO EMPOWER YOUNG ADULTS WHO ARE AFRICAN-AMERICAN IN THEIR COMMUNITY TO QUIT USING TOBACCO. SO NOW I'M GOING TO TURN IT OVER TO TRICIA WHO WILL TALK ABOUT PHASE 3 OF OUR PREVENTION CAMPAIGN.

Ms. Tillman: THANK YOU, ADELE. SO WE ARE CONTINUING TO WORK AS WE HAVE MENTIONED EARLIER, ON DEVELOPING PUBLIC EDUCATION MESSAGES AROUND MARIJUANA AND RECREATIONAL USE OF MARIJUANA. SO AS YOU KNOW, RECREATIONAL USE BECAME LEGAL IN NOVEMBER THERE. THERE HAVE BEEN A LOT OF QUESTIONS FROM PARENTS AND HEALTH CARE PROVIDERS AND EDUCATORS ABOUT MESSAGING FOR SPECIFIC POPULATIONS. SO WE'VE BEEN WORKING VERY CLOSELY WITH THE OREGON HEALTH AUTHORITY TO ASSURE COMPLEMENTARY MESSAGES AND TO AVOID DUPLICATION. AGAIN, LIMITED DOLLARS, WE REALLY NEED TO MAKE SURE THAT WE'RE COORDINATING CLOSELY. OUR MARIJUANA EDUCATION CAMPAIGN IS PROJECTED TO START IN THE WINTER OR THE SPRING, BUT IT'S REALLY PENDING DECISIONS FROM THE STATE REGARDING THEIR MARIJUANA MEDIA CAMPAIGN.

SO RECOGNIZING THAT SOME PART OF OUR POPULATION IS IN PRE-CONTEMPLATION, AND OTHERS ARE IN CONTEMPLATION, AND OTHERS HAVE NEVER THOUGHT ABOUT THE IMPACTS OF RECREATIONAL USE OF MARIJUANA. SO WE ARE TRYING TO IDENTIFY MESSAGES THAT WILL HELP WITH THAT. OUR TIMELINE, AS I MENTIONED, WILL BE LATE WINTER, EARLY SPRING, AND WHAT WE'RE LOOKING AT IS HOW WE CAN DOVETAIL OR ADD OUR MESSAGING ON TOP OF STATEWIDE MESSAGING CAMPAIGNS. SO I JUST WANT TO SHARE A LITTLE MORE ABOUT HOW WE'RE COORDINATING WITH THE OREGON HEALTH AUTHORITY. IN MAY THEY FORMED THE RETAIL MARIJUANA SCIENTIFIC ADVISORY COMMITTEE. THAT COMMITTEE IS HELPING INFORM PUBLIC RECOMMENDATIONS RELATED TO RETAIL MARIJUANA IN OREGON. THEY ARE REALLY VETTING THE RESEARCH TO BE ABLE TO IDENTIFY STATEMENTS THAT ARE APPROPRIATE FOR PUBLIC COMMUNICATIONS, AND MAKE THOSE AVAILABLE ON THE OREGON HEALTH AUTHORITY'S WEBSITE.

WE HAVE STAFF WHO HAVE BEEN SERVING ON THE OREGON HEALTH AUTHORITY STATEWIDE COMMUNICATIONS TEAM. AND I BELIEVE JAMIE MAYFIELD IS HERE, AND JULIE SULLIVAN HAVE BEEN REPRESENTING US VERY WELL ON THAT COMMITTEE. THEY HAVE BEEN FOCUSED ON COMMUNICATIONS FOR PARENTS, PROVIDERS, PREGNANT AND BREAST-FEEDING MOMS, YOUTH AND RETAILERS. THEY ARE CURRENTLY FINALIZING A PARENT GUIDE TO PROVIDE PARENTS ON HOW TO COMMUNICATE AND EDUCATE YOUTH ABOUT MARIJUANA ALONG WITH MARIJUANA HEALTH EFFECTS AND ADDITIONAL RESOURCES. AGAIN, FEAR-BASED REACTIONARY MESSAGING, TRYING TO AVOID THAT AND MAKE SURE THE MESSAGING IS RELATED TO SCIENCE AND BEHAVIOR CHANGE THEORY. AS A PARENT, I CAN

TELL YOU I'M WAITING FOR THIS. WE ALSO ARE LOOKING FORWARD TO A MARIJUANA FACT SHEET ON HEALTH AND SAFETY THAT'S BEING CREATED AND WILL BE DISTRIBUTED TO BREAST-FEEDING AND PREGNANT MOMS AS WELL AS PROVIDERS LIKE OUR OWN WIC PROVIDERS, AND OTHER HEALTH PROFESSIONALS.

Ms. Tillman: THEY HAVE ALSO BEEN WORKING ON THE REQUIRED SIGNAGE AT DISPENSARIES THAT WILL BE DISPLAYED IN RETAIL STORES. THERE ARE THREE DIFFERENT POSTERS THAT HAVE TO BE DISPLAYED. THE CONTENT INCLUDES A MARIJUANA POISONING PREVENTION POSTER, PREGNANCY WARNING POSTER, AND THE OLCC'S EDUCATE BEFORE YOU RECREATE POSTER. THOSE PROVIDE INFORMATION ABOUT THE LAW SPECIFICALLY. THE DISPENSARIES ALSO HAVE TO PROVIDE CUSTOMERS WITH A 3.5x5" MEDICAL MARIJUANA INFORMATION CARD THAT HAS INFORMATION ABOUT KEEPING MARIJUANA OUT OF REACH OF CHILDREN, AND CONTAINS INFORMATION ABOUT THE POISON CONTROL CENTER HOTLINE NUMBER. AND RIGHT NOW OHA IS TESTING MARIJUANA MESSAGES AND A UNIVERSAL SYMBOL FOR RETAIL MARIJUANA. THE ONE YOU SEE EVERYWHERE IS FOR MEDICAL MARIJUANA, THE GREEN CROSS, AND THEY ARE WORKING ON A UNIVERSAL SYMBOL FOR RETAIL MARIJUANA.

AS WE WERE PREPARING FOR THIS PRESENTATION TO YOU ALL, WE BECAME AWARE OF A FOURTH PREVENTION CAMPAIGN THAT WILL BE COMING OUT SOON. AND THIS IS NOT THE CAMPAIGN, THIS IS AN EXAMPLE OF THE OPIATE EDUCATION CAMPAIGN CURRENTLY BEING RUN IN UTAH. AGAIN, WE LOOK TO OUR PARTNERS ACROSS THE COUNTRY. BY NOW IT'S NO SURPRISE THAT THE ABUNDANT SUPPLY THE PRESCRIPTION OPIATES IN OUR COMMUNITY BRINGS SERIOUS RISK INCLUDING DEPENDENCE, OVERDOSE AND DEATH. YOU MAY HAVE BEEN PRESENT AT THE PRESS CONFERENCE OR ARE AWARE OF THE PRESS CONFERENCE JUST LAST WEEK WITH TRI-COUNTY HEALTH OFFICER, THE OREGON HEALTH AUTHORITY REGIONAL HOSPITALS AND OTHER PARTNERS. AND THE MEDICAL DIRECTOR AT CODA WHO SAID WE ARE IN THE MIDST OF ONE OF THE WORST PUBLIC HEALTH CRISES THE U.S. HAS EVER SEEN. AMERICANS CONSUME PRESCRIPTION OPIATES AT A GREATER RATE THAN ANYWHERE ELSE IN THE WORLD. AMERICA RANKED 2ND FOR 2012 AND 2014 FOR USE OF MEDICAL PAIN RELIEVERS BY PEOPLE AGED 12 OR OLDER.

IN A 2015 STUDY BY THE NATIONAL SAFETY COUNCIL REPORT FOUND THAT THE PUBLIC DOES NOT UNDERSTAND THE DANGER OF PRESCRIPTION OPIATE ADDICTION. AGAIN, WE'RE IN PRE CONTEMPLATION AS A COMMUNITY. THE REPORT CONCLUDED THAT MOST AMERICANS DON'T KNOW THEIR PAINKILLERS CONTAIN OPIATES OR THAT IT'S A FELONY TO SHARE THEM. PRESCRIPTION OPIATE USERS ARE NOT CONCERNED ABOUT ADDICTION AND USERS OVERESTIMATE THE BENEFITS AND UNDERESTIMATE THE RISKS OF ADDICTION OR DEATH. RESEARCH ALSO SUGGESTS THAT PARENTAL ATTITUDES MAY CONTRIBUTE TO YOUTH ACCESS TO PRESCRIPTION OPIATES.

ONE IN 14 SAY THEIR PARENTS DON'T CARE AS MUCH IF THEY ARE CAUGHT WITH PRESCRIPTION DRUGS WITHOUT A PRESCRIPTION COMPARED TO ILLEGALLY DRUGS. FOR ALL OF THESE REASONS, PUBLIC EDUCATION ABOUT PRESCRIPTION OPIATES IS CRITICAL. A GROUP OF PARTNERS, INCLUDING MULTNOMAH COUNTY, IS CURRENTLY DEVELOPING A CAMPAIGN SET TO LAUNCH IN OUR REGION THIS SPRING. THE CAMPAIGN WILL INCLUDE A WEBSITE TO HELP THE PUBLIC LEARN MORE AND ACCESS RESOURCES. SO THIS IS YOU'LL BE SEEING THAT THIS SPRING.

Ms. Tillman: IN CONCLUSION, GIVEN THE SIGNIFICANT INDUSTRY INVESTMENT AND MARKETING OF UNHEALTHY OR UNSAFE PRODUCTS AND THE COSTS OF INTERVENTION, A PUBLIC HEALTH PRESENCE IN PUBLIC HEALTH EDUCATION IS ESSENTIAL FOR THREE REASONS AT LEAST. ONE, TO RAISE AWARENESS OF PUBLIC HEALTH ISSUES, BOTH EMERGING AND LONGSTANDING. SECOND, TO SHARE THE SCIENCE IN A WAY THAT'S ACCESSIBLE TO THE GENERAL PUBLIC. AND THIRD, TO REINFORCE DECISIONS OF THE GENERAL PUBLIC TO MAKE HEALTHY CHOICES, PROMOTE HEALTH AND PREVENT DISEASE. LESSONS FROM PUBLIC HEALTH EFFORTS TO REDUCE TOBACCO USE AND HEALTHY CHOICES, THE WISDOM OF OUR DIVERSITY COMMUNITIES AND THE CONCERN OF INDIVIDUALS FOR THEIR OWN HEALTH AND THE HEALTH OF THEIR FAMILIES AND COMMUNITIES CAN BE VERY EFFECTIVE. THIS IS AN ELEMENT OF PUBLIC HEALTH PRACTICE THAT WE LOOK TO YOU TO CONTINUE TO SUPPORT AND TO HELP US SHAPE AS WE MOVE FORWARD TO MODERNIZE AND BUILD OR CAPACITY FOR PUBLIC HEALTH EDUCATION AS A CORE PUBLIC HEALTH FUNCTION, AND TO CONTINUE TO ELEVATE AND HELP EDUCATE.

Chair Kafoury: DO WE HAVE QUESTIONS OR COMMENTS FROM THE BOARD?

Commissioner Smith: I WANT TO THANK YOU FOR PUTTING THIS TOGETHER. THAT WAS GREAT. AND PARTICULARLY TO FOCUS ON THE SMOKING ISSUES. I THINK WE NEED TO BE A PART OF THIS AS A PART OF OUR DUTY AS THE PUBLIC HEALTH FOLKS HERE AT MULTNOMAH COUNTY. THE OTHER QUESTION I HAVE FOR YOU, ARE YOU INTERESTED IN ADDITIONAL CAMPAIGNS IN TERMS OF DOING PUBLIC HEALTH AWARENESS AND THAT KIND OF THING? I WAS JUST LOOKING AT THE BRADY WEBSITE IN REGARDS TO PUBLIC HEALTH CAMPAIGN ON GUN VIOLENCE. I KNOW THAT ME AND THE CHAIR, WE'VE BEEN BRIEFED FROM PUBLIC SAFETY FOLKS AND THE CITY AND THE COUNTY. AND YOU KNOW, TRYING TO FIGURE OUTWEIGHS IN CAN WHICH WE CAN BE HELPFUL FROM THIS STANDPOINT. AND I WAS LOOKING AT SOME STATISTICS AND IT SAYS EVERY DAY 297 PEOPLE IN AMERICA ARE SHOT IN MURDERS, ASSAULTS, SUICIDE AND SUICIDE ATTEMPTS, UNINTENTIONAL SHOOTINGS AND POLICE INTERVENTIONS.

THAT'S A LOT OF FOLKS GETTING SHOT EVERY SINGLE DAY I DON'T THINK PEOPLE ARE REALLY AWARE OF. HERE, JUST LOCALLY, WE'VE HAD AN UPTICK IN GUN VIOLENCE, NOT ONLY IN MULTNOMAH COUNTY BUT IN THE STATE OF

OREGON. I'M WONDERING IF WE CAN SOMEHOW INTEGRATE SOME OF OUR CAMPAIGNS. I KNOW WE BUDGET MONEY A YEAR EN ADVANCE BUT I WANT TO GIVE YOU SOME IDEAS ABOUT POSSIBLE CAMPAIGNS WE CAN DO IN THE FUTURE BECAUSE I THINK IT'S REALLY IMPORTANT, PARTICULARLY TO THE POPULATION THAT WE SERVE HERE. I THINK WE NEED TO DO SOMETHING. I DON'T KNOW WHAT THE ANSWER IS BUT I KNOW WE NEED TO DO SOMETHING ABOUT THE GUN VIOLENCE HAPPENING LOCALLY AND NATIONALLY.

Chair Kafoury: ANY OTHER COMMENTS OR QUESTION FROM THE BOARD? I WANT TO THANK YOU FOR BRINGING THIS FORWARD. I APPRECIATE THE VERY THOROUGH EXPLANATION OF WHAT YOU'RE DOING AND WHAT CAMPAIGNS ARE COMING UP. WE ARE YOUR PARTNERS IN THIS EFFORT AND I KNOW THE COMMUNICATIONS OFFICE HAS DONE A FABULOUS JOB THIS PAST YEAR OF LETTING US KNOW WHEN THE COMMUNICATIONS TEAM HAS SOMETHING THEY THINK THEY CAN HELP BROADCAST ESPECIALLY ON SOCIAL MEDIA, THROUGH OUR NETWORKS. AND AS THESE CAMPAIGNS COME UP THAT THERE ARE SOCIAL MEDIA COMPONENTS TO, PLEASE SEND THOSE OUR WAY SO WE CAN GET THAT INFORMATION OUT THERE. WE WANT TO BE PARTNERS WITH YOU, AND WE OBVIOUSLY FEEL THIS IS IMPORTANT WORK. ANY WAY THAT WE CAN BE INVOLVED, THAT WOULD BE GREAT.

ADJOURNMENT – 11:36 a.m.

Chair Kafoury: THANK YOU AND SEEING NO FURTHER BUSINESS TODAY WE ARE ADJOURNED.

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